

## Winterball '23 FAQ

November 2022

### **Why are we shaking things up?**

Muslim Basketball is an organization with a founding purpose, that has gained new purposes along the way. Our primary mission is to offer the Muslim Community (first in NJ, and now beyond) a platform to play basketball, and build shared brotherhood while doing so. During the years, many of our Muslim players brought their non-Muslim friends, and our goals expanded to not just serving the Muslim Community, but to also offer a space where non-Muslims can interact with Muslims, learn about us, and build bridges. This goal remains *essential*. With that said, Muslim males ages 16+ remain our target audience. Over the last couple of years, our target audience has shifted (Winterball '22 was our lowest concentration of our target audience in league history with continuous decreases over the last 6 seasons), and this trend has also driven up the competition level to unsustainable levels (8 continuous seasons of increased skill level growth; 56% of non-target audience players have a better MBR in that period vs only 26% of the target audience), further edging out longtime frequent players from our Target Audience group.

### **How did the draft season go?**

Great! We rededicated to our brotherhood. Prayed together every week, had a post season dinner, enjoyed some exciting new features, had an all-star game and most importantly raised awareness for and collected \$3500 towards really important causes.

### **Will MB do a draft season again?**

We're hoping to regularly incorporate a draft season to enjoy all the benefits that come from this unique model. For now, we'll stick with once a year, and see where it goes from there.

### **Will this season be a "traditional" league again?**

This season we'll be returning to our captain registration model, but with some changes. We are doubling down on our commitment to our Target Audience, while also serving in equitable proportion the full audience of interested players. This means we'll have new measures to ensure that our target audience has a chance to play, and compete.

- Teams will be permitted up-to two (2) non-target audience players

### **How will brotherhood be prioritized?**

We plan on carving out time to pray isha'a in congregation before the games. We also plan on returning key features, such as a players only group chat for communication and smacktalk, and building up our charity model, where this season the whole league will work towards a collective cause.

### **What if I don't have a team?**

We'll be offering 16 free-agent spots for players without a roster, or for new players. Free-agents will be assigned to teams prior to the start of the season.