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RaShauna Hamilton

THE SCOUTING REPORT
EDITION #94

Vice President of Fan Growth and
Community
Washington Spirit

[RaShauna Hamilton](#) serves as the Vice President of Fan Growth and Community for the Washington Spirit, bringing a diverse background in sports marketing, community engagement, and game operations. Her career spans top-tier sports organizations, including the Miami Dolphins and Atlanta Hawks.

A Sports Career Beyond the Court

RaShauna's journey into sports began as an athlete, a foundation that shaped her career. A college basketball player, she initially thought coaching was her calling. "My dad was a college basketball coach at George Washington University and UConn. I grew up watching greatness happen," she recalls. After exploring different avenues, including an internship with the Washington Mystics, she developed a

curiosity for the business side of sports. She transitioned to sales with Monumental Sports, then returned to school for a master's in sport leadership.

After gaining diverse experience, RaShauna found her way back into sports with the Atlanta Hawks in community basketball programs. This led to a youth football role with the Miami Dolphins, where she expanded her expertise. "While I was there, we acquired the Miami Open and F1's Miami Grand Prix, and I started working on broader community programming," she explains. The role deepened her leadership skills and prepared her for a leadership opportunity with the Washington Spirit. She now serves as Vice President of Fan Growth & Community for the Washington Spirit. "The position is interesting, especially in an emerging league, because it's all about how we grow our fan base," she shares. Her role extends beyond traditional community engagement – it encompasses game operations and off-site activations, ensuring that the Spirit connects with fans beyond Audi Field.

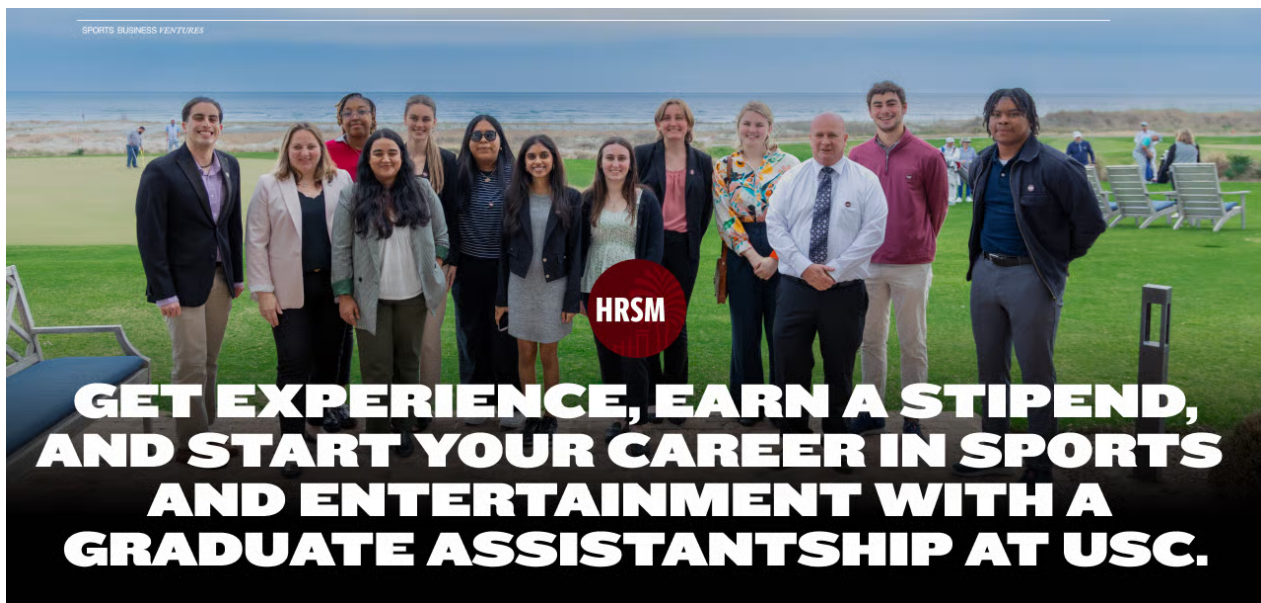


Fearlessness and Taking Big Swings

After working across multiple organizations in sports, she sees one common trait in successful people: they're fearless. "There's a little bit of bravery required in taking a big swing," she says. One of the best examples she's witnessed is Michele Kang, owner of the Washington Spirit. "She had never been in sports, but she was willing to take this huge swing, believing she could take this organization and make it better." This mindset – challenging the status quo and thinking bigger – is a hallmark of great leaders in the sports industry.

Being willing to fail goes hand-in-hand with being fearless. "Not everything we do is going to hit," she acknowledges. Whether it's a fan engagement initiative that falls flat or a game-day activation that doesn't resonate, the key is learning from the missteps. "There is progress in failing forward. Successful people understand that and keep stepping up to the plate to take the big swing." It's this combination of courage and resilience that allows leaders in sports to push the industry forward. "There's something beautiful when people are willing to take the risk."

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Owning Your Journey

Looking back, she would tell her younger self a simple but powerful truth: “You are more than enough just the way you are.” The weight of comparison can be crushing, especially for young professionals constantly measuring themselves against others. “Comparison is the thief of joy,” she says, a mantra she carries with her and shares often. Social media has amplified this challenge, turning life into bite-sized clips where success seems instantaneous. But real progress isn't made in highlights – it's built through the unseen work, the struggles, and the individual journey.

Early in her career, she often questioned if she was on the right path. But through time and experience, she realized that success isn't about mimicking someone else's journey – it's about owning her own. “Your path is your path, and there is something beautiful about it,” she says. If she had focused more on

embracing her unique journey instead of comparing herself to others, she believes she would have found her purpose even sooner.

The Motivation Behind the Work

For RaShauna, the drive to wake up every morning and continue her work stems from her deep sense of purpose. As a mother, wife, and professional, she has had to reflect on what truly motivates her. "I am a really great connector of people," she says. Her superpower lies in bringing people together in ways that foster growth. Whether it's connecting the Washington Spirit to their fans or creating unforgettable moments in sports, she is motivated by the lasting impact she can make. "I connect the Spirit to our fans... and bring the Spirit to them in ways that feel tangible and authentic," she explains.

Her passion is fueled by the knowledge that the moments she creates will resonate for years to come. "There are going to be millions of Spirit fans walking around DC years from now, talking about moments that I've helped create," she reflects. For RaShauna, it's not just about the present; it's about leaving a legacy that endures. "That is really the best visual I can give you of connecting people to a sports team, to a brand," she shares. The joy she finds in her work lies in the ability to create moments that fans will cherish and share with future generations.



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