



Champions of Character® Field Trip Program

The Champions of Character Field Trip Program is designed to provide NAIA Championship hosts with everything needed to develop and conduct Champions of Character Field Trips *to an* NAIA Championship. Through this program students can take field trips to hear the Champions of Character message from NAIA student-athletes and attend your Championship.

As a Championship host you are free to use any or all of the pieces of this program. Additional Champions of Character resources, including a Champions of Character presentation script can be found at http://www.naia.org/ViewArticle.dbml?&DB_OEM_ID=27900&ATCLID=211771992

Goals: To spread the Champions of Character message and generate interest *in* Champions of Character and your NAIA Championship.

Objectives

- Raise awareness of Champions of Character
- Make meaningful connections with area youth
- Participants have fun
- Increase attendance at your Championship

Resources

The following resources are included to help you plan and implement your Champions of Character Field Trip Program.

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Questions?

For questions on the Champions of Character Field Trip program please contact Champions of Character at championsofcharacter@naia.org

Best Practices

DETERMINING THE SCOPE OF YOUR FIELD TRIP PROGRAM

- Consider facilities, number of available teams, potential number of participating schools and time available.

CHOOSING PARTICIPATING SCHOOLS OR ORGANIZATIONS

- Get our event on school calendars far ahead of time.
- Invite area schools and organizations to participate, especially those in close proximity to the Championship site.
- Consider conflicts (school vacations, testing schedules)
- Consider schools or organizations with previous involvement with Champions of Character
- Invite local teams.

DETERMINING PRESENTATION AREAS

- Locate presentation areas close to the athletic event. Indoor areas are preferred.
- Areas should accommodate students and accompanying adults with room for presentations.
- Grade/middle school students can be seated on the floor with chairs available for adults.
- Seat high school students in chairs.
- Bleacher seating is adequate for indoor or outdoor presentations.
- Ensure appropriate sound equipment is available, especially for outdoor presentations.

DETERMINING DURATION OF THE FIELD TRIP

- Allow 30 minutes or more for schools to take roll, load, travel to site and unload.
- Stagger arrival times. Schools may start at different times.
- Consider NAIA team availability for presentations.
- Allow 3 hours or more for character presentation, lunch and the championship.
- If needed, allow time for students to travel from one area to another within your venue.
- Schedule the character presentation before students attend the championship event.



REGISTRATION

- Schools and organizations can register by email. On-line registration would be ideal.
- Use a tracking tool to record and update registrations.
- Numbers can change closer to the event.

ASSIGNING CLASSES OR SCHOOLS TO PRESENTATIONS

- Group students together by age.
- Keep students from one school together.
- If needed, split teams for presentations.
- If possible, provide information about the presenting NAIA team to schools before the presentation.

ASSIGNING NAIA TEAMS TO PRESENTATIONS

- Work with your NAIA Championship manager and tournament committee to involve participating NAIA teams.
- Assign teams based on availability. Work around games, practices and team activities.
- Schedule winning teams to make presentation on off days, after they play.
- If needed, split teams for presentations (no fewer than 6 student-athletes per group).
- Assign one back up team.

PREPARING STUDENT-ATHLETES TO SPEAK

- Provide participating NAIA teams a Champions of Character script (put in coach packets)
http://www.naia.org/fls/27900/1NAIA/championsofcharacter/NAIACHampionsofCharacter_CoreValueScript.pdf?DB_OEM_ID=27900
- Encourage the coach to divide the script between team members, so they can speak on the different core values.
- Begin with institution and team introductions. The NAIA coach can do this.
- Encourage student-athletes (and not just coaches) to speak about the character values.
- Teams can interact with the students after the presentation.
- Hold an autograph session after the presentation. Provide autograph materials. Have student-athletes bring pens.
- Teams may wish to bring/provide leave behinds.

STUDENT DROP OFF/PICK UP AND BUS PARKING

- Designate a bus drop off/ pick up site close to your event venue. Ensure students can exit onto the sidewalk.
- Designate an area for bus parking.
- Consider staggering your drop off and pick up times to avoid congestion.
- Clearly communicate bus drop off, pick up and parking information well ahead of time.
- Create a map of with drop off, pick up and bus parking locations and distribute to participating schools.
- After drop off, instruct buses to proceed to designated parking area. Provide parking pass if needed.
- If needed, station personnel at intersections to assist students in crossing streets to your venue.

LUNCH

- Lunch information should be clearly communicated. If lunches are to be ordered collect money ahead of time.
- If needed, work with concession director to determine lunch offerings.
- If your venue has multiple concession stands, consider designating one or two for students.
- Consider offering healthy alternatives.
- If desired, secure a sponsor to pay for student lunches, possibly the school business partner.
- If students are allowed to bring sack lunches consider giving each teacher a bag for trash.
- Consider having a separate dining area with tables.
- If schools bring lunches in a box, cooler or basket be sure they are labeled with the teacher or school name.
- Laundry baskets work well for transporting lunches.
- Extra personnel can help transport lunches as buses pull up to drop off students.
- Have extra-large boxes and markers available at the student drop off point.
- A cart to transport lunches may be useful.

TICKETS

- If Championship tickets are free, work with ticket director to secure enough tickets for attendees.
- If tickets are not free endeavor to find a sponsor, possibly the school business partner, to pay for the tickets.
- A confirmation letter can serve as pass for an entire school or class.
- Count out and group together tickets for each participating school or organization ahead of time.
- Seat students from one school or class together.

COACH/TEAM CHAMPIONS OF CHARACTER PACKETS

- Packets can include directions to presentation site, instructions, Champions of Character script, Championship talking points, autograph materials and leave behinds. Be sure to include information about the assignment
- Deliver packets ahead of time to the coach, the team hotel or Championships registration table (to be distributed to the team upon check in for the Championship).

SCHOOL/TEACHER PACKETS

- Assemble packets for attending schools. Packets can include tickets for the group, map, trash bags and more.
- Packet pick up can be at check-in. Clearly communicate packet pick up instructions before the event.

INVITING SPECIAL GUESTS

- Invite all sponsors and business partners.

VOLUNTEERS AND DUTIES

- Recruit volunteers several months ahead of time.
- Volunteers can help with student drop off and pick up, transport lunch boxes, direct students through venue, take pictures and work the check in table.
- Consider assigning a volunteer to each class or school for the day.
- All volunteers should have a good idea of the "path of experience" for the day.
- Ask volunteers to arrive early for instruction. Have written instructions and maps available.
- Consider assigning one volunteer to help NAIA teams as they arrive for presentations. Give them NAIA team assignments and coach contact information.

CHECK-IN

- Set up a check-in table close to the entrance.
- Have a list of participants, school packets, tickets and trash bags. Be prepared for walk-ins.

PHOTOGRAPHY

- Many schools require students to sign photo releases before releasing their pictures and names.
- If photo releases are required, make sure participating schools have one for any student identified in pictures before sending them to the media or the NAIA.
- A photo disclaimer can be included on all communications to schools and organizations. An example of a photo disclaimer is shown below.

NAME OF HOST frequently videotapes and photographs participants enjoying our programs and special events. These images are used by NAME OF HOST in publications, on the web, for television/cable promotions, or to use as is seen fit. The images are used at the program's discretion and become its sole property. Individuals will not be identified unless permission to do so is granted.

OTHER CONSIDERATIONS

- Post directional signage to and from presentation rooms, lunch areas and the competition area.
- Consider presenting character awards to selected students from the participating schools during their field trips.

Suggested Timeline

DATE	TASK
5-6 Months Prior	<ul style="list-style-type: none"> <input type="checkbox"/> Determine date, time, presentation area, bus drop off and pick up points and target schools or organizations. <input type="checkbox"/> Determine if Character awards will be presented and how they will work. <input type="checkbox"/> Gather target school and organization contact information. <input type="checkbox"/> Create a tracking tool for registrations (see page 10) <input type="checkbox"/> Invite schools and organizations to participate or send a flyer with information.
3-4 MONTHS PRIOR	<ul style="list-style-type: none"> <input type="checkbox"/> Secure sponsors for tickets if needed. <input type="checkbox"/> Continue to invite schools and organizations and track registrations. <input type="checkbox"/> Work with the NAIA Championship Manager to determine how best to gather NAIA team availability information. If needed, create a form (see page 8). <input type="checkbox"/> Begin recruiting volunteers.
2 MONTHS PRIOR	<ul style="list-style-type: none"> <input type="checkbox"/> Continue to invite schools and organizations and track registrations. <input type="checkbox"/> Create a map for student drop off, pick up and bus parking. <input type="checkbox"/> Make or order signage. <input type="checkbox"/> Request set up or equipment (chairs, microphone, podium, check-in table etc.) <input type="checkbox"/> If lunch is included, make arrangements. <input type="checkbox"/> If character awards will be presented, solicit nominations from participating schools.
1 MONTH PRIOR	<ul style="list-style-type: none"> <input type="checkbox"/> Draft an assignment email or memo for participating NAIA teams (see page 9) <input type="checkbox"/> Prepare materials for coaches and participating schools and organizations. <input type="checkbox"/> Send (preferably email) bus drop off, pick up, and parking information and/or a map to participating schools and organizations.
1 TO 2 WEEKS PRIOR	<ul style="list-style-type: none"> <input type="checkbox"/> As soon as qualifying teams are known, select NAIA teams for presentations. <input type="checkbox"/> Update tracking tool with NAIA team information. <input type="checkbox"/> Send (Email) assignments to each NAIA coach. Ask them to confirm. <input type="checkbox"/> If needed, pick up tickets from the ticket director. <input type="checkbox"/> <u>Reconfirm</u> with participating schools and organizations. <input type="checkbox"/> Assemble packets for participating schools and organizations. Add tickets. <input type="checkbox"/> Assemble packets for NAIA Coaches (assignment, instructions, script). <input type="checkbox"/> Email assignments and instructions to volunteers.
WEEK OF	<ul style="list-style-type: none"> <input type="checkbox"/> Deliver Coach/Team packets to team hotels or NAIA registration desk.
DAY OF	<ul style="list-style-type: none"> <input type="checkbox"/> Walk venue for set up. If needed, set up signage <input type="checkbox"/> Set up a check in table. Have a list of schools, school packets, tickets, trash bags. <input type="checkbox"/> Give volunteers instructions. Provide maps. <input type="checkbox"/> Monitor student drop off and pick up. <input type="checkbox"/> Visit presentations. Take pictures.

FOLLOW UP	<input type="checkbox"/> Thank volunteers. <input type="checkbox"/> Let the NAIA know about your event.
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Sample Invitation

Promote your Champions of Character Field Trip Program by sending an invitation to target schools and organizations. Feel free to create your own email invitation using any or all of the information below.

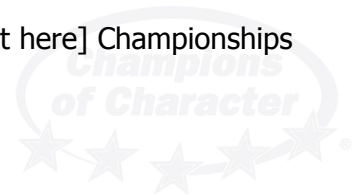
We are excited to host this year's NAIA National [sport here] Championship! We invite your school to participate in our FREE Champions of Character Field Trip program to be held in conjunction with the Championship on [date(s)].

During your field trip, NAIA student-athletes will speak to your students about the importance of demonstrating the Champions of Character core values of **integrity, respect, responsibility, sportsmanship** and **servant leadership** on and off the [field/court/pool]. Students will have a chance to interact with college athletes and then attend the NAIA National [sport here] Championship. It's a fun and meaningful event for everyone and it's all FREE.

To schedule a field trip for your school please contact me by [deadline date].

Thank you and we look forward to sharing the excitement of the NAIA [sport here] Championships and the Champions of Character message with your students!

Sincerely,



Sample Program Flyer

Promote your Champions of Character Field Trip program by sending a flyer to target schools and organizations.



The flyer is set against a background of a basketball court with a player in a red jersey jumping for a shot. At the top left is the NAIA logo with the text 'NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS' and 'Champions of Character'. To the right of the logo, the text reads 'Champions of Character' in a large, bold font, followed by '2013 NAIA MEN'S DI BASKETBALL TOURNAMENT' in a smaller font. Below this, 'FIELD TRIPS' is written in very large, bold, red letters, with 'for elementary and middle school students' underneath. A red banner across the middle contains the text 'Kansas City's Municipal Auditorium • March 13-14, 2013'. Three small photographs are arranged horizontally: the first shows a man sitting on the floor with children; the second shows a man standing and talking to a group of children; the third shows a large crowd of people. Below the first photo is a paragraph of text. Below the second and third photos is a list of bullet points. In the center, there is a circular logo for 'BUFFALO FUNDS NAIA NATIONAL CHAMPIONSHIP KANSAS CITY, MO' with a banner below it that says 'COLLEGE BASKETBALL'S TOUGHEST TOURNAMENT'. At the bottom left, there is contact information for Kathy Busch, the Champions of Character Coordinator.

NATIONAL ASSOCIATION OF INTERCOLLEGIATE ATHLETICS
NAIA
Champions of Character

Champions of Character
2013 NAIA MEN'S DI BASKETBALL TOURNAMENT
FIELD TRIPS
for elementary and middle school students

Kansas City's Municipal Auditorium • March 13-14, 2013

This unique field trip combines the excitement of a college basketball with powerful messages that help students learn to do the right thing in all areas of life!

Don't miss out! Reserve your group's place today! Contact Kathy Busch, Champions of Character Coordinator 816-595-9101 or kbusch@naia.org.

- Learn how to be a *Champion of Character* on and off the court
- Interact with college student-athletes
- Attend a free NAIA game during "College Basketball's Toughest Tournament!"
- On-court recognition of two character award winners from your school
- Enjoy interactive games, mascots and in-arena activities!

BUFFALO FUNDS
NAIA
NATIONAL CHAMPIONSHIP
KANSAS CITY, MO
COLLEGE BASKETBALL'S TOUGHEST TOURNAMENT

Sample NAIA Team Availability Form

If your event will involve many NAIA teams, consider creating a form to gather NAIA Team Availability information. A link to this form can be placed in Potential Qualifier packets.



Champions of Character Availability Form (DIMBB)

Please help us schedule your team for Men's DI Champions of Character activity by completing and submitting the form below. You will receive your assignment via email after the bracket is announced. Thank you.

Champions of Character Contact Name *

First Last

NAIA Institution *

Champions of Character Contact Email *

Phone Number Before Tournament *

 - -

(###) ### ####

Phone Number During Tournament *

 - -

(###) ### ####

We will arrive in KC - on this date *

 / /

MM DD YYYY

We will arrive in KC - at this time *

Do you have your own transportation? *

Practice Day and time (if known)

Other comments which might be helpful in scheduling your team for your Champions of Character Activity.

Continue

NAIA Team Assignment Memo

Use some or all of the information below to communicate Champions of Character Field Trip assignments to participating NAIA coaches.

Thank you for participating in the NAIA [Sport] National Championship Champions of Character Field Trip Program. Through this program thousands of area school children will attend our Championship and hear the Champions of Character message.

Below you will find information about your Champions of Character presentation. Please plan to arrive 15 minutes prior to your scheduled presentation.

Presentation Date: [Date]

Presentation Time: [Time]

Presentation Location: [Location]

You will receive a Champions of Character packet with this memo, a script and other helpful information at [upon check in at your team hotel or the NAIA Championship registration table]. Please prepare your team for their presentation. If possible, please have your team bring pens for autographs after your presentation.

Thank you for spreading the Champions of Character message to area youth. Please feel free to contact me if you have any questions and good luck in the tournament.



Tracking Tool

Feel free to use the information below to create a tool to track your registrations.

School/Organization	Contact Name	Contact Email	Contact Phone	Field Trip Date	Field Trip Time	# students	# adults	Assigned Team

