



Champions of Character® High School Leadership Day Program

The Champions of Character High School Leadership Day Program is designed to deliver the Champions of Character core value message to high school youth and increase the interest in and attendance of your NAIA Championship. This document should provide NAIA Championship hosts with everything needed to develop and conduct a Champions of Character High School Leadership Day during an NAIA 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 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 high school students and their parents
- Participants have fun and learn leadership skills
- Increase attendance at your Championship

Resources

The following resources are included to help you plan, implement and evaluate your Champions of Character Sports Leadership Day .

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Questions?

For questions on this toolkit or the Champions of Character High School Leadership Day program please contact Champions of Character at championsofcharacter@naia.org

Best Practices

SELECTING YOUR VENUE

- Ideally, locate your leadership day at or close to your Championship venue or close to target audience.
- Consider facilities at local schools, parks and private athletic clubs.
- Site considerations: access, restrooms, drinking fountains, trash cans, seating for presentation, area to complete team building activities, hazards, equipment.
- Charges for maintenance, clean up, equipment etc.

SELECTING A DATE AND TIME FOR YOUR LEADERSHIP DAY

- Check for community or school conflicts (i.e. vacations, testing). Avoid holding on Sunday.
- Allow 2 hours for Leadership Day programming.
- If your venue is outside, consider reserving an alternate day in case of inclement weather.

DETERMINING YOUR TARGET AUDIENCE

- Invite all area high schools, Boys & Girls Club, YMCAs, etc.
- Invite high school teams who are involved in related sport (i.e. baseball and softball for baseball championship).
- Invite teams, organizations and schools with previous *Champions on Character* involvement.

INCORPORATING CHARACTER INTO YOUR LEADERSHIP DAY

- Set up five stations, one for each character building team building activity.
- Involve NAIA championship teams in character presentations and provide them with a Champions of Character script
http://www.naia.org/fls/27900/1NAIA/championsofcharacter/NAIAChampionsofCharacter_CoreValueScript.pdf?DB_OEM_ID=27900
- Begin with a Champions of Character presentation, reinforce values at each station, end with call outs and comments.
- Post signs around the venue highlighting the character values.
- Include the Champions of Character logo on leadership information and T-Shirts.

ACTIVITIES

- NAIA Championship teams or an appropriate speaker delivers the core value message.
- Include team building activities. Core value team building activities can be found at
http://www.naia.org/ViewArticle.dbml?&&DB_OEM_ID=27900&ATCLID=211671457

OTHER LEADERSHIP DAY CONSIDERATIONS

- Have on hand a trained medical professional or trainer, appropriate emergency medical equipment and supplies.
- Make sure there is easy ambulance access to facility.
- Hold a college fair with NAIA institutions to conclude the event.

PARTNER WITH ANOTHER ORGANIZATION

- Possible partners include: Schools, YMCA, Scouts, Athletic leagues and clubs, Boys and Girls Clubs.
- Recognize partners and provide them with tickets.

CHAMPIONSHIP TICKETS

- If tickets are free, work with ticket director to secure tickets for Leadership Day participants.
- If needed, find a sponsor to pay for tickets for participants.

T-SHIRTS

- Contact local vendors for t-shirt quotes. Consider offering sponsorship in trade for t-shirts.
- Have participants provide t-shirt size or order several sizes of shirts. Add to order for walk-ins.
- Consider ordering t-shirts for NAIA coaches and team, volunteers, sponsors and partners.

LEADERSHIP DAY REGISTRATION AND PUBLICITY

- Invite local schools, local schools YMCA, Scouts, Athletic leagues and clubs, Boys and Girls Clubs.
- Participants can typically register by email. If desired create a registration form.
- Recognize partner and/or sponsor(s) in Leadership Day information, registration forms and press releases.
- Post Leadership Day information on your web site.

CHECK IN

- Set up a check in table close to the entrance.
- Have list of registered participants available. Be prepared for walk-ins.
- Tickets can be distributed at check-in.

PHOTOGRAPHY

- Photo releases may be required before releasing pictures with names 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.

VOLUNTEERS

- Recruit volunteers through athletic leagues, clubs, youth serving organizations, faith based organizations and partners or sponsors, and NAIA institutions.
- Volunteers should arrive early (allow 1 hour) to familiarize themselves with the venue and the core value team building activity.

Volunteers can assist with set up, check-in, cleanup, directions and team building activity.

GIVE AWAYS

- T-Shirts
- Concession stand lunches or snacks (may want to create a voucher for these).
- Sports equipment, water bottles, gift certificates, snacks or drinks, bags from local stores for giveaways.

Suggested Timeline

DATE	TASK
5-6 MONTHS PRIOR	<input type="checkbox"/> Select a venue, time and date, target audience and format. <input type="checkbox"/> Determine what activities will be incorporated. <input type="checkbox"/> Determine how NAIA Championship teams will participate. <input type="checkbox"/> Determine equipment needs. Review each team building activity list. <input type="checkbox"/> Decide if free tickets or vouchers to your championship will be included. <input type="checkbox"/> Determine volunteer needs and begin recruiting volunteers. <input type="checkbox"/> Determine sponsorship needs and begin contacting potential sponsors. <input type="checkbox"/> Gather contact information from local high schools, leagues and clubs. <input type="checkbox"/> Determine how Leadership Day registration will be handled.
4 MONTHS PRIOR	<input type="checkbox"/> Create an email invite and/or a registration form (see page 5). <input type="checkbox"/> Create a tracking tool for registrations (see page 8) <input type="checkbox"/> Post Leadership Day information on your website. <input type="checkbox"/> Begin inviting potential participants. <input type="checkbox"/> If possible, confirm sponsors.
3 MONTHS PRIOR	<input type="checkbox"/> Send 2 nd invitation to potential participants. <input type="checkbox"/> Track registrations as they are received. <input type="checkbox"/> Make arrangements for equipment needs. <input type="checkbox"/> Invite sponsors and partners to attend and determine how they will be recognized.
2 MONTHS PRIOR	<input type="checkbox"/> Continue tracking registrations. <input type="checkbox"/> If needed, arrange for signage.
1 MONTH PRIOR	<input type="checkbox"/> Continue to track registrations. <input type="checkbox"/> Update information on your website.
2 WEEKS PRIOR	<input type="checkbox"/> Work with NAIA Championship manager to select participating NAIA teams. <input type="checkbox"/> Reconfirm with volunteers. Send an agenda with their core value station information (see page 7). <input type="checkbox"/> Continue tracking registrations. <input type="checkbox"/> Send a detailed press release to media. Update information on your website. <input type="checkbox"/> If desired, make name tags (volunteers, sponsors, presenters). <input type="checkbox"/> If desired, order t-shirts (if not done before). Confirm delivery in one week. <input type="checkbox"/> If necessary, get tickets for participants. <input type="checkbox"/> Collect giveaways and supplies.
WEEK PRIOR	<input type="checkbox"/> Provide event details and a core value script for participating NAIA teams. <input type="checkbox"/> Print or secure any handouts. <input type="checkbox"/> Print extra copies of the agenda, core value station information and script. <input type="checkbox"/> Pick up or make any signage.
DAY OF	<input type="checkbox"/> Set up a check-in table close to entrance. <input type="checkbox"/> Set up stations for the team building activities. <input type="checkbox"/> Walk venue. Check for necessary equipment, hazards etc. <input type="checkbox"/> Meet with volunteers. Walk through each team building station and rotation. <input type="checkbox"/> If needed, provide the core value script to NAIA teams. <input type="checkbox"/> If desired, ensure sponsors and partners are recognized. <input type="checkbox"/> Take pictures.
Follow up	<input type="checkbox"/> Send Thank you letters to volunteers. <input type="checkbox"/> Let the NAIA know about your event.

Sample Invitation

Feel free to use all or part of the information below to invite participants to your Champions of Character High School Leadership Day.

[Championship Host name] will be hosting a Champions of Character High School Leadership Day to be held in conjunction with the NAIA [Sport] National Championship. This fun and meaningful event will be held on [date], beginning at [check in time] at [location].

We invite all area high school students to participate. Leadership Day participants will be challenged to use their leadership skills, interact with NAIA student-athletes and coaches and learn how they can demonstrate the Champions of Character values both on and off the [field, court, track, course]. All participants will also receive a ticket to the NAIA [Sport] National Championship.


The Leadership Day is FREE but registration is required. To register [please reply to this email or complete registration form].

We look forward to sharing the Champions of Character message and the excitement of the NAIA [sport] National Championship with your students. Thank you.

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Sample Flyer

Promote your High School Leadership Day with a flyer.




Champions of Character
2013 NAIA MEN'S DI BASKETBALL TOURNAMENT


LEADERSHIP DAY

for high school students

Kansas City's Municipal Auditorium • March 15, 2013




Hands-on leadership and team-building focused on the NAIA Champions of Character values of Integrity, Respect, Responsibility, Sportsmanship and Servant Leadership — combined the excitement of a college basketball national tournament!



Learn the importance of being a Champion of Character on and off the court.

- Attend a free NAIA game during "College Basketball's Toughest Tournament!"
- Take part in the NAIA College Fair.
- Enjoy interactive games, mascots and in-arena activities!

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



Sample Agenda

Set up: Names

Sign-In: Names

Facilitator: Name

Presenters: Names

Volunteers: Names

8:00 am: Volunteers arrive & Review activities

8:45 am: Check in (location)

9-9:20: Champions of Character Presentation (location)

9:20-9:30: Warm Up Activity

Warm Up: (Director) **Back-to-Back / Face to Face**

Directions:

Instruct everyone to partner up standing back-to-back.

Explain when you say back-to-back; participants are to stand back-to-back with their partner.

When you yell face-to-face, participants are to find a new partner and stand face-to-face.

When participants are standing face-to-face, give them 30 seconds to answer a question you give them.

Questions to ask of students:

Give an example of when you have done the right thing when no one was looking.

How have you seen respect displayed in athletics?

When you are involved on a team or with a club what responsibilities do you have to them?

Why is sportsmanship important?

If you could serve the greater good in any capacity what would you do? (No matter the cost or location)

9:30 – 10:50 am: Hands on Leadership Activities and Closing (location)

School A, B, C	School D, E, F
9:30-9:43 – Activity I (2 groups) – Volunteer names 9:45-9:58 – Activity II (2 groups) – Volunteer names 10:00-10:13 – Activity III (2 groups) - Volunteer names 10:15-10:28 – Activity IV (2 groups) - Volunteer names 10:30-10:43 – Activity V (2 groups) - Volunteer names	9:30-9:43– Activity I (1 groups) – Volunteer names 9:45-9:58– Activity II (1 groups) – Volunteer names 10:00-10:13– Activity III (1 groups) - Volunteer names 10:15-10:28– Activity IV (1 groups) - Volunteer names 10:30-10:43– Activity V (1 groups) - Volunteer names
Activity I: (2 groups) It All Adds Up Activity II: (2 groups) Launcher Activity III: (2 groups) Oh-My-Pipeline Activity IV: (2 groups) Sea of Discontent Activity V: (2 groups) Group Jump Rope	Activity I: Minefield Activity II: Human Knot Activity III: Helium Stick Activity IV: Balloon Trolley Activity V: Group Juggle

10:45-10:50: –Character Call Outs: (Facilitator) Everyone sitting in the chairs. Ask a few kids to comment on their experience.

10:50 am: Games, Championship Festivities, College Fair (if provided)

