



Champions of Character® Sports Clinic Program

The Champions of Character Sports Clinic Program is designed to provide NAIA Championship hosts with everything needed to develop and conduct a Champions of Character Sports Clinic during an NAIA Championship. The Champions of Character Sports Clinic incorporates character and skill development into a fun event, increases Championship awareness and potentially attendance.

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 and their parents
- Participants have fun and learn sports skills
- Increase attendance at your Championship

Resources

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

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Questions?

For questions on this toolkit or the Champions of Character Sports Clinics program please contact Champions of Character at championsofcharacter@naia.org

Best Practices

SELECTING YOUR CLINIC VENUE

- Ideally, locate your clinic at or close to your Championship venue or close to target audience.
- Consider facilities at local schools, parks and private athletic clubs.
- Consider clinic area, access, restrooms, drinking fountains, trash cans, spectator seating, hazards, equipment.
- If desired, seek a separate room or area for a parent clinic.
- Charges for maintenance, clean up, equipment etc.

BUDGET CONSIDERATIONS

- Administrative costs (coordination, printing, postage, other).
- Cost for on-site medical personnel.
- Tickets or vouchers, if not free to host.
- Equipment (racquets, balls, nets, etc.)
- Leave behinds

SELECTING A DATE AND TIME FOR YOUR CLINIC

- Work with your tournament committee to determine best date/time for your clinic.
- Check for community or school conflicts. Avoid holding clinics on Sunday.
- Consider holding your clinic before the start of your Championship.
- Clinics can be ½ day, full day or multi-day.
- If your venue is outside, consider reserving an alternate day in case of inclement weather.

DETERMINING YOUR TARGET AUDIENCE

- Age range for youth sports clinics is typically 5-18.
- Invite youth teams who are involved in related sport (i.e. baseball and softball for baseball championship).
- Invite youth from schools, the YMCA, Boys and Girls Clubs, Scouts.
- Invite youth from teams, organizations and schools with previous *Champions on Character* involvement.
- Involve youth who have not been exposed to your sport or who do not have opportunities to play.

INCORPORATING CHARACTER INTO YOUR CLINIC

- Multi-day clinics can focus on a character value each day or during part of each day.
- Begin with a Champions of Character presentation and reinforce values throughout.
- Drink breaks can be good times to talk about character values.
- Give character awards at the end of your clinic. Let participants know you'll be looking displays of character.
- Involve student-athletes in character presentations. Provide them with a Champions of Character script.
http://www.naia.org/fls/27900/1NAIA/championsofcharacter/NAIACHampionsofCharacter_CoreValueScript.pdf?DB_OEM_ID=27900
- Post signs around the venue highlighting the character values.
- Include the Champions of Character logo on clinic information and T-Shirts.

PARTNER WITH ANOTHER ORGANIZATION

- Consider partnering with schools, YMCA, Scouts, Athletic leagues and clubs, Boys and Girls Clubs.
- Involve partners in your planning process.
- Recognize partners and provide them with tickets.

CHAMPIONSHIP TICKETS

- If tickets are free, work with ticket director to secure tickets for clinic participants.
- Determine the best time to distribute tickets, at check-in, after the clinic etc.
- If needed, find a sponsor to pay for tickets for clinic participants.
- Track tickets to determine use.

T-SHIRTS

- If needed, contact local vendors for t-shirt quotes. Consider offering sponsorship in trade for t-shirts.
- Participants provide their t-shirt size or order several sizes of shirts. Add 10% to order for walk-ins.
- T-shirts can be handed out at check-in, worn for clinic and autographed later.
- Consider ordering t-shirts for NAIA coaches and team, volunteers, sponsors and partners.

CLINIC REGISTRATION AND PUBLICITY

- Consider online advance registration.
- Invite local schools, youth organizations and teams to participate.
- Typically sports clinic participants provide emergency contact information and complete a medical release.
- If pictures will be taken include a disclaimer in clinic registration information or a photo release.

PUBLICITY

- Send clinic information to local media.
- Recognize partner and/or sponsor(s) in all clinic information and press releases.
- Put clinic and registration information on your web site.
- Provide clinic information to local schools, youth serving organizations and youth teams.
- Put clinic information in utility bill inserts.

CHECK IN

- Set up a check in table close to the clinic entrance.
- Have list of participants available. Be prepared for day of registration.
- T-Shirts can be distributed at check-in, worn for the clinic and autographed later.

PHOTOGRAPHY

- Photo releases or a disclaimer may be required before releasing pictures with names to the media or the NAIA.
- An customizable example of a photo disclaimer is provided 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, high schools, youth organizations and faith based organizations.
- Volunteers should arrive early to become familiar with the venue and the "path of experience" for the clinic.
- Volunteers can assist with set up, check-in, cleanup, directions and skill instruction (if knowledgeable).

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.

OTHER CLINIC CONSIDERATIONS

- Participants may need to sign a medical waiver to participate.
- Have on hand a trained medical professional or trainer appropriate emergency medical equipment and supplies.
- Make sure there is easy ambulance access to facility.
- Save food or drinks, other than water and sports drinks, for the end of your clinic.
- Determine any other entertainment, i.e. visits by NAIA College bands or mascots.



Suggested Timeline

DATE	TASK
5-6 MONTHS PRIOR	<input type="checkbox"/> Select a clinic venue, time and date, target audience and format. <input type="checkbox"/> Determine how Champions of Character will be incorporated into your clinic. <input type="checkbox"/> Work with NAIA Championship Manager to determine NAIA team participation. <input type="checkbox"/> Determine equipment needs. <input type="checkbox"/> Decide if free tickets or vouchers to your championship will be included. <input type="checkbox"/> Determine sponsorship needs and begin contacting potential sponsors. <input type="checkbox"/> Gather contact information from local schools, leagues and clubs. <input type="checkbox"/> Determine how clinic registration will be handled.
4 MONTHS PRIOR	<input type="checkbox"/> If necessary, arrange for on-site medical personnel and equipment. <input type="checkbox"/> Create an email invitation and invite participants (page 5). <input type="checkbox"/> Develop a tool to track registrations (page 7). <input type="checkbox"/> Determine volunteer needs. Begin recruiting volunteers. <input type="checkbox"/> Work to confirm sponsors. <input type="checkbox"/> Post clinic information on your web site.
3 MONTHS PRIOR	<input type="checkbox"/> Begin inviting participants. <input type="checkbox"/> If needed, contact local t-shirt vendors. <input type="checkbox"/> Make arrangements for equipment needs. <input type="checkbox"/> Invite sponsors and partners to clinic. Determine how they will be recognized. <input type="checkbox"/> Create a form to gather NAIA Team availability information. Include the form in the Potential Qualifier packet (page 6).
2 MONTHS PRIOR	<input type="checkbox"/> Track registrations as they are received. <input type="checkbox"/> Invite participants as needed. <input type="checkbox"/> If needed, arrange for signage.
1 MONTH PRIOR	<input type="checkbox"/> Continue to track registrations. <input type="checkbox"/> Final invitation to possible participants. <input type="checkbox"/> Order t-shirts. Confirm delivery date one week prior to the clinic. <input type="checkbox"/> Develop a list of volunteer duties.
2 WEEKS PRIOR	<input type="checkbox"/> As soon as possible, select and contact participating NAIA teams. <input type="checkbox"/> Reconfirm with volunteers, medical personnel, sponsors and partners. <input type="checkbox"/> Continue to track registrations. <input type="checkbox"/> Send a detailed press release to media. Update information on your website. <input type="checkbox"/> Make name tags for volunteers, sponsors, presenters. <input type="checkbox"/> Order t-shirts (if not done before). Confirm delivery in one week. <input type="checkbox"/> If necessary, get tickets for clinic participants. <input type="checkbox"/> Collect giveaways and supplies.
WEEK PRIOR	<input type="checkbox"/> Provide clinic details and a Champions of Character script to NAIA teams. <input type="checkbox"/> Print or secure any handouts. <input type="checkbox"/> Pick up or make any signage. <input type="checkbox"/> Get T-Shirts.
DAY OF	<input type="checkbox"/> Set up a check-in table close to entrance. <input type="checkbox"/> Walk venue. Check for necessary equipment, hazards etc. <input type="checkbox"/> Meet with volunteers (30 min prior to clinic). <input type="checkbox"/> If desired, give handouts, tickets or vouchers to NAIA coaches to distribute. <input type="checkbox"/> If desired, ensure sponsors and partners are recognized during the day. <input type="checkbox"/> Take pictures.
Follow up	<input type="checkbox"/> Thank volunteers. <input type="checkbox"/> Let the NAIA know about your event.

Sample Invitation

Feel free to use all or some of the information below to invite participants and promote your Champions of Character Sports Clinic.

[Championship Host name] is sponsoring a FREE Champions of Character [Sport] clinic to be held in conjunction with the NAIA [Sport] National Championship. This fun and meaningful event will be held on [date] from [time to time] at [clinic location].

We invite all area youth to participate. Clinic participants will learn new skills and drills, 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 clinic is FREE but registration is required. To register [please reply to this email or complete the 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 NAIA Team Availability Form



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



Sample Tracking Tool

Feel free to use all or part of the information below to track registrations for your Champions of Character Sports Clinic.

Participant Name	Age	Shirt size	Parent Name	Parent Phone	Emergency Contact Name	Emergency Contact Phone	Physician Name	Physician Phone