



Champions of Character® Student-Athlete Visit Program

The Champions of Character Student-Athlete visit Program is designed to spread the Champions of Character message to area youth and generate interest in your NAIA Championship. Through this program NAIA Student-athletes visit elementary schools, middle schools and youth organizations to deliver the Champions of Character message and participate in other activities.

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 Student-Athlete Visit Program.

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Questions?

For questions on the Champions of Character Student-Athlete Visit program please contact Champions of Character at championsofcharacter@naia.org

Best Practices

SELECTING A DATE/TIME FOR YOUR PROGRAM:

- Seek input from your Tournament Committee and NAIA coaches.
- Consider student-athlete availability, contest times and practice times.
- Consider school/organization schedules (daily schedules, vacations, testing).

SELECTING TARGET SCHOOLS AND ORGANIZATIONS:

- Expressed interest in Champions of Character or had previous Champions of Character programming.
- Proximity to championship site, team hotel or practice sites.
- Conflicts with school vacation and testing schedules.
- Opportunity to expose participants to your sport who might not otherwise be able gain exposure.

BUDGET CONSIDERATIONS:

- Team travel
- Administrative costs (coordination, printing, postage, other).
- Tickets or vouchers, if not free to host.
- Equipment (racquets, balls, nets, etc.)
- Leave behinds.

ASSIGNING NAIA TEAMS TO VISITS:

- Seek input from your Tournament Committee and NAIA coaches.
- Try to schedule visits close to practice sites or hotels.
- Try to schedule visits around practice times or other team activities.
- Have at least one back up team available.

PREPARING FOR THE VISITS

- Put together information for participating teams. Provide visit information (see the Assignment memo on page 7), visit agenda and a Champions of Character script.
http://www.naia.org/fls/27900/1NAIA/championsofcharacter/NAIAChampionsofCharacter_CoreValueScript.pdf?DB_OEM_ID=27900
- Provide autograph materials to the site or the visiting team.
- Ask the team to bring pens for autographs.
- Deliver visit information to team hotels or have it available when teams check in for the Championship at the NAIA Championship registration table.

VISIT AGENDA

- Begin with institution and team introductions (coach or student-athlete)
- Champions of Character core value presentation (preferably by student-athletes)
- Autograph session and/or team interacts with youth. Bring extra pens and autograph materials.
- Team may wish to bring/provide leave behinds.

TICKETS OR VOUCHERS TO CHAMPIONSHIP OR EVENTS:

- Determine if tickets will be free to the championship or event host.
- If tickets are not free, endeavor to secure sponsors to pay for tickets.
- Deliver tickets/vouchers to the visit sites ahead of time. Sites can distribute tickets the day of the visit.
- Track tickets for actual use.

PHOTOGRAPHY:

- Some schools or organizations require photo releases. Check with schools and organizations before sending your photos to the media or the NAIA.
- Include a photo disclaimer in all event information. A customizable 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.



Suggested Timeline

DATE	TASK
4-6 Months Prior	<input type="checkbox"/> Select date, times, and target schools/organizations. <input type="checkbox"/> Gather target school/organization contact information. <input type="checkbox"/> Determine if tickets or leave behinds will be given away. <input type="checkbox"/> Work to secure sponsors as needed. <input type="checkbox"/> Create an email invitation to send to target schools/organizations. <input type="checkbox"/> Create a tool to track visit registrations (see page 8)
3 Months Prior	<input type="checkbox"/> Invite target schools and organizations to participate. <input type="checkbox"/> Continue to work to secure sponsors. <input type="checkbox"/> Work with NAIA Championship manager to determine how team availability information will be gathered (see page 6) and how teams will be assigned.
2 Months Prior	<input type="checkbox"/> Track visit requests from schools and/or organizations. <input type="checkbox"/> Continue to work to secure sponsors as needed. <input type="checkbox"/> Recruit volunteers.
1 Month Prior	<input type="checkbox"/> If needed, secure tickets and leave behinds. <input type="checkbox"/> Create and send a press release. <input type="checkbox"/> Prepare an assignment email or memo for participating teams (see page 7) <input type="checkbox"/> Gather team availability information (see page 6)
1-2 Weeks Prior	<input type="checkbox"/> As soon as championship teams are known, assign participating teams to visits. <input type="checkbox"/> Assign at least one backup team. <input type="checkbox"/> Send assignments to participating NAIA teams/coaches (see page 7). <input type="checkbox"/> Provide participating schools/organizations visiting team names, colors, mascot, contest time, institution website information and your contact information. <input type="checkbox"/> Prepare visit information for participating NAIA teams.
Week of	<input type="checkbox"/> Provide coaches/teams with visit information and a script. <input type="checkbox"/> Provide coaches/teams with the tickets for their site or deliver tickets to sites.
Day Of	<input type="checkbox"/> Be available to assist teams and participating schools or organizations. Supply a phone number where they can reach you. <input type="checkbox"/> If possible, attend the visits. <input type="checkbox"/> Take photos/video.
Follow Up	<input type="checkbox"/> Request feedback from participating schools, organizations and teams. <input type="checkbox"/> Collect photos from participating and schools. <input type="checkbox"/> Thank volunteers. <input type="checkbox"/> Let the NAIA about your event (what you did, #s,

Sample Invitation

Use any or all of the information below to create a program invitation for area schools and organizations.

We are excited to host this year's NAIA [Sport] National Championship! In conjunction with the Championship we are offering area schools the opportunity to have an NAIA Championship team visit your school to speak to your students on [date(s)] from [time to time].

During their visit, the NAIA student-athletes will speak to 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, course etc.]. Students will have a chance to interact with college athletes and each will also receive a ticket the NAIA [Sport] National Championship. We invite your school to participate in this fun and meaningful event.

To schedule a visit for your school please contact me by [deadline].

Thank you and we look forward to sharing the excitement of the NAIA [Sport] National Championship and the Champions of Character message with your students!



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 NAIA Team Assignment Memo

Use all or some of the information in this memo communicate Student-athlete assignments to NAIA coaches and teams.

Thank you for participating in the NAIA [Sport] National Championship Champions of Character Student-Athlete Visit Program. Below you will find information about your visit. You will also receive a script and other helpful information when you check in at [your hotel/the NAIA Championship registration table].

I have contacted the site to let them know about your visit, but **a follow-up call sometime beforehand to introduce yourself would also be beneficial.**

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.

Site Name:

Time-frame for your visit:

Number of students

Site Contact name:

Site Address:

Site Contact phone number:

Travel time to site:

Directions to site:

VISIT AGENDA

Institution introduction: Coach or student-athlete

Team introductions (coach and student-athletes)

Champions of Character core value presentation: Preferably by student-athletes

*Autograph session and/or interact with youth.

***Please bring pens for autographs.**



Sample Tracking Tool

Local School	Date	Time	Teacher	Classroom	# of Students	Grade	School Contact	School Contact Tel #	NAIA School	NAIA Team Contact	NAIA Team Contact Cell	# of NAIA athletes