



THE RIGHT WAY FORWARD >>> **PLEDGE**

VIDEO CREATION INSTRUCTIONS

The Right Way Forward Pledge invites NAIA members to share one concrete action their program, team, or institution will take to advance what makes the NAIA The Right Way to Play®.

WHAT TO RECORD

- Please record a **15–20 second vertical video** stating **one meaningful commitment to action** your program, team, or institution is making this year.
- Encourage your president, AD, coaches, or student-athlete leaders to participate — one voice or many.

WHAT TO SAY *(Suggested Framework)*

You may use this simple structure to guide your message:

- **Introduce yourself and your institution**
"My name is [Name], [Title] at [School/Conference]."
- **Share your pledge**
"At [school/conference], we pledge to [specific action] so that [clear impact] for our [students/program/community]."
- **Close with the campaign line**
"That's The Right Way Forward."

YOUR PLEDGE SHOULD INCLUDE

- ✓ Your **school or conference**
- ✓ Your **pledge**
(concrete **action or initiative** you are committing to)
- ✓ **Why it matters/impact**
- ✓ The closing line:
"That's The Right Way Forward."

RECORDING & BRANDING YOUR PLEDGE

FRAME YOUR SHOT

- Hold your phone **vertically** (9:16)
- Position yourself **center frame** (torso to top of head)
- Choose a **clean, well-lit background** (field, facility, campus space)
- Avoid strong light behind you
- Stabilize your phone if possible

CAPTURE CLEAN VIDEO

- Record with **minimal background noise**
- Speak **clearly and naturally**
- Look **directly at the camera**
- Keep your video **15–20 seconds**

ADD CAMPAIGN BRANDING TO YOUR VIDEO

- Add The Right Way Forward Pledge logo in bottom quadrant in your video editing program of choice

LOGO DOWNLOAD

- **Canva Templates:** No advanced editing skills required—let the templates do the work. Available in three aspect ratios, 1080x1920 recommended for optimal performance

1080 X 1920

1080 X 1080

1080 X 1350

- Upload your 15–20s video
- Drag the overlay logo on top of your video to desired location
- Export as MP4 (vertical)—ready for upload or sharing

CRAFT YOUR CAPTION AND POST

- Use short, consistent campaign language, customized for your channel and audience:
 - “Proud to share The Right Way Forward Pledge.”
 - “This is how we’re moving our program forward this year.”
 - “Our commitment: [insert action]. That’s The Right Way Forward.”
- Add the recommended hashtags:
#TheRightWayForward #TheRightWaytoPlay #NAIA
- Tag or Collaborate with the NAIA



OPTIONAL: SUBMIT YOUR VIDEO TO THE NAIA

Upload your final video to the NAIA here:

<https://gf.fan/naia/right-way-forward>

Visit [NAIA.org/ADVOCATE](https://naia.org/advocate) to explore campaign information, The Right Way to Play®, The Right Way Forward initiative, downloadable assets, and more.

Need Help?

Contact the NAIA marketing team.

Email:

Betsy at bcalmer@naia.org

Campaign Page:

<https://www.naia.org/advocate>

EXAMPLE PLEDGES

CHARACTER-DRIVEN ATHLETICS

"At [school], we pledge to intentionally develop character in our student-athletes so that how they compete reflects who they are. That's The Right Way Forward."

EDUCATION-BASED ATHLETICS (BALANCE)

"At [school], we pledge to strengthen the balance between academics and athletics so that our student-athletes thrive in both the classroom and competition. That's The Right Way Forward."

RETURN ON ATHLETICS (ROA)

"At [school], we pledge to maximize the impact of our athletics program so that it drives enrollment, strengthens our campus, and creates long-term value for our institution. That's The Right Way Forward."

COMMUNITY THROUGH COMPETITION

"At [school], we pledge to deepen our connection to our campus and community so that our athletics program brings people together in meaningful ways. That's The Right Way Forward."

STUDENT-ATHLETE EXPERIENCE

"At [school], we pledge to create a student-athlete experience that develops leaders, builds relationships, and prepares our students for life beyond the game. That's The Right Way Forward."

MISSION-ALIGNED ATHLETICS

"At [school], we pledge to align our athletics program with our institutional mission so that everything we do reflects who we are and what we stand for. That's The Right Way Forward."

SOCIAL MEDIA TIPS & TAGGING GUIDE

Now that you've created your pledge video, added The Right Way Forward Pledge logo, and crafted a caption, you're ready to post.

UPLOAD

Post to preferred social media channel/s

TAG (OR COLLABORATE ON INSTAGRAM)

@NAIA/@PlayNAIA, @School @SchoolAthletics
@Conference and other relevant channels

HASHTAG

#TheRightWayForward #TheRightWayToPlay
#NAIA and other relevant hashtags

ENGAGE

Reply to comments or engagements and encourage people to share your post and comment on the pledge

TAGGING TIPS

Always tag:

- @NAIA or @PlayNAIA
- Your institution and/or conference
- Sport-level accounts, if applicable
- Individual contributors

HASHTAG GUIDE

- #TheRightWayForward
- #TheRightWayToPlay
- #NAIA
- #School or Sport level hashtags

ENGAGEMENT IDEAS

- Create multiple pledges from different perspectives (president, AD, AC, student-athletes/teams)
- Manage your community by replying to comments and encourage people to re-share
- Create follow-up posts showcasing your pledge progress

NAIA CHANNELS



@PlayNAIA



@NAIA



@PlayNAIA



@NAIA



@PlayNAIA