



CELEBRATE THE COMMITMENT

Make the Moment Meaningful, Memorable, and Shareable

WHY IT MATTERS

A commitment is more than a decision; it's the start of a student-athlete's journey.

How you celebrate sets the tone for:

- Their connection to your program
- Their excitement about the NAIA experience
- How their network sees your school

IN-PERSON CELEBRATION IDEAS

Make It Official

- Host a signing day moment with coaches, teammates, and family
- Present a jersey, team gear, or welcome package
- Capture a "first photo" as part of your program

Make It Personal

- Include a handwritten note from the coaching staff
- Recognize something unique about the student-athlete (story, journey, impact)
- Introduce them to future teammates (in person or via video)

Make It Shared

- Invite campus leadership (AD, president, faculty)
- Highlight them at a game or team event
- Create a small team welcome moment (locker room, meeting, etc.)

DIGITAL CELEBRATION IDEAS

Announce It

- Create a commitment graphic using school branding
- Share across social platforms with a short, meaningful caption
- Tag the student-athlete, their high school/club, and key supporters

Tell the Story

- Post a short quote from the student-athlete: "Why I chose..."
- Share a quick highlight or introduction video
- Feature them in a "Welcome to the Program" post

Make It Interactive

- Encourage teammates to comment or repost
- Use Instagram Stories for a quick welcome series
- Invite the student-athlete to repost and share with their network

COACH TIP

Don't just announce the commitment, celebrate the person.

The NAIA Difference: A place where student-athletes are known, supported, and celebrated, **The Right Way to Play®**