



RECRUITMENT CONVERSATION GUIDE

The Right Way to Play®

WHAT MAKES THE NAIA DIFFERENT

As the national leader in education-based athletics, the NAIA creates a foundation where academics and athletics thrive together – The Right Way to Play®.

HOW TO SHARE THE NAIA STORY

1. On the Phone

Quick, confident, and clear (30–45 seconds)

What to Say:

"The NAIA is built around education-based athletics. It's competitive, but it's also personal. You're not just another number; you're known by your coaches and professors.

You'll have the chance to compete early, develop as a person, and be part of a program that values who you are beyond your sport."

2. Text Message or Email

Short, shareable, and easy to forward

What to Send:

"The NAIA offers a competitive, college athletics experience built around you, not just your sport.

- ✓ Strong competition + scholarship opportunities
- ✓ Personal attention on and off the field
- ✓ Flexible eligibility and transfer options
- ✓ A focus on long-term growth, not just stats

Learn more: PlayNAIA.org"

3. On-Campus Visit

Bring it to life, connect experience to impact

What to Emphasize:

Make it personal

"You won't get lost here. You'll build real relationships with coaches, teammates, and professors."

Make it real

"You'll have opportunities to compete and contribute, not wait years to be seen."

Make it meaningful

"We care about who you become, not just how you perform."

Make it clear

"This is a place where athletics and academics work together, and where you're prepared for what's next."

LEARN MORE

Visit PlayNAIA.org to explore schools and start your journey.