



INTEGRITY RESPECT RESPONSIBILITY SPORTSMANSHIP SERVANT LEADERSHIP

## ATHLETIC DIRECTOR RESOURCES



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## **Sample Announcement Letter to Parents and Boosters**

Dear

The (governing body) is committed to character driven athletics with a strong emphasis on sportsmanship. To that end, the (School/School District/Conference) has developed an extensive character-driven athletic initiative designed to raise awareness in the importance of good sportsmanship and encourage positive behavior at all athletic events.

Sportsmanship is following the rules, etiquette and spirit of athletic competition. (School/School District/Conference) fans can display outstanding sportsmanship by treating both teams, all fans and game officials with respect and dignity and allowing the contest to play out on the field or court, not in the stands.

We ask for your cooperation in demonstrating outstanding sportsmanship at (School/School District/Conference) contests both home and away. Your display of outstanding sportsmanship will have a positive impact on our (School/School District/Conference) athletics and the experiences of the participating student-athletes.

Cordially,



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## Sample Announcement Letter to Local Newspaper

Dear (School, mascot, sport) sports fans:

The (governing body) is pleased to announce the launch of the (School/School District/Conference) Sportsmanship Initiative and our commitment character driven athletics. We believe the most important aspects of sport are good ethics and positive sportsmanship and we ask for your assistance to make this effort a success.

The (School/School District/Conference) Sportsmanship Initiative is designed to raise awareness in the importance of good sportsmanship and the positive impact it will have on the (School/School District/Conference) and participating student-athletes.

We ask for your support for the (School/School District/Conference) Sportsmanship Initiative and our efforts to promote

The (School/School District/Conference) believes that, in order for an institution to convey a message of positive sportsmanship, it must have the involvement and participation of everyone involved with athletics. This includes, but is not limited to, (principal, coach, players) and you – the fans. Our behavior will shape the public's perception of our institution and team.

Positive sportsmanship must be displayed both on and off the playing field. Help (School/School District/Conference) in competing at the highest level, always endeavoring to win, but doing so with grace, class, dignity and respect.

Please join us in supporting the *Champions of Character* process and help make (School/School District/Conference) one of the premier programs in the community.

Cordially,



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## **Sample Announcement Letter to the Student Body Leaders**

**Dear**

**The (governing body) is committed to character driven athletics with a strong emphasis on sportsmanship. The (School/School District/Conference) has developed an extensive sportsmanship initiative designed to improve awareness and encourage positive behavior at all athletic events.**

**This letter is to ask for your assistance in this effort to have the (School/School District/Conference) known for great students that conduct themselves with class, dignity and honor. Your actions both home and away, are extremely important to the image of our team and our institution. You can have a positive impact on the guests that visit our institution and the experiences of the participating student-athletes. Please adopt a philosophy of respect and responsibility and help your fellow fans do the same.**

**Thanks for your support of the (School/School District/Conference) and this very important sportsmanship initiative. It is most appreciated.**

**Cordially,**



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## Sample Public Address Announcements

**#1**

(Host school name) welcomes you to today's game! As a participant in the *Champions of Character* Initiative we challenge each of you to enjoy today's contest with the true spirit of sportsmanship. (Host school name) is confident this will create a positive competitive environment we can all take pride in and enjoy.

**#2**

Good (Afternoon/Evening) Ladies and Gentlemen and welcome to (Host school name) for (Today's/Tonight's) *Champions of Character* event between the visiting (visiting mascot and school name) and your (Host school and mascot). (Host school) embraces the core character values of the *Champions of Character* Initiative, (list the school's five core values). We hope that you embrace these values as you create a positive environment for everyone to enjoy.

**#3**

Good evening, ladies and gentlemen, and welcome to tonight's match-up between (Host school) and (Opponent). (Host school) is committed to maintaining the true spirit of competition in athletics. Please do your part by showing respect to every spectator.



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## Sample Program Insert

To add the program insert below to your program:

- Fill in the fields
- Click on and delete the gray logo text box
- Insert and size your logo
- Copy the all or part of the table into your program.



The (governing body) is very pleased to announce our commitment to the *Champions of Character* process which stresses integrity, respect, responsibility, sportsmanship and servant-leadership during athletic competition.

We believe the most important aspects of sport are good ethics and positive sportsmanship. However, we need your assistance to make this effort a success. Please model poise and confidence to our athletes.

Positive sportsmanship must be displayed both on and off the playing field. Help (School/School District/Conference) in competing at the highest level, always endeavoring to win, but doing so with grace, class, dignity and respect.

Please join us in supporting the *Champions of Character* process. Such an effort will help make (School/School District/Conference) one of the premier programs in the community.