



Participation Guide



NATIONAL COACHES WEEK

SEPTEMBER 18-26, 2021



Coaching Association of Canada
Association canadienne des entraîneurs





Join us for National Coaches Week 2021 as we celebrate the important role that coaches play in communities across Canada.

The documents in this Participation Guide will help you plan your own National Coaches Week events and activities. We encourage you to adapt them to the needs of your organization to make them meaningful to your coaches, participants, and parents.



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Introduction

September 18 - 26, 2021, marks the seventh annual National Coaches Week and we're asking everyone across Canada for your help celebrating!

Whether you're from a National Sport Organization, Provincial / Territorial Aboriginal Sport Body,, University, club, or if you're a coach, parent, or athlete, we want your help saying #ThanksCoach to coaches across the country.

Why National Coaches Week?

National Coaches Week is a week to celebrate the tremendous positive impact coaches have on athletes and communities across Canada. It's an opportunity to recognize coaches for the integral role they play by simply saying #ThanksCoach.

>> **Coaches matter!**

- Coaches make valuable contributions to the quality of life in communities across Canada.
- Coaching contributes significantly to volunteerism in Canada.
- Coaches develop young athletes' passion for sport that can carry them on to greater heights

>> **Coaching the numbers:**

- More than 1.5 million people in Canada have received training in the National Coaching Certification Program (NCCP).
- One in seven Canadians will coach at some point in their lifetime.

>> **Our partners make it happen!**

National Coaches Week wouldn't be possible without the support of the sport community in Canada. National Coaches Week is supported by National Sport Organizations, their hundreds of Provincial/Territorial Sport Organizations, thousands of clubs, and the millions of athletes across Canada that join us in celebrating the powerful positive impact of Canada's coaches. This year, make sure one of them is you!

>> **Get involved!**

Supporting National Coaches Week can be as simple as sharing a social media post about a coach you'd like to thank, or as elaborate as hosting your own National Coaches Week virtual event. The tools in this guide will help you create and promote National Coaches Week content to recognize the special coaches in your community.

Don't know where to get started? Don't worry! There are lots of ways you can participate – pick and choose whatever works for you!

>> **List your event!**

If you've planned an event for National Coaches Week, or if you're looking to find a local event in your community be sure to check out the National Coaches Week Event Calendar.

>> **Join Petro-Canada™ to say #ThanksCoach!**

Take part in the Petro-Canada #ThanksCoach contest to win daily prizes for you and your coach during National Coaches Week. Visit coach.ca/NCW to learn more!

HELPFUL TIP! You can [download a .zip file of all of the graphic tools](#) in the marketing kit, or download selected items by clicking on the individual download links within this document



Online Materials

>> National Coaches Week Logos

The following are the English and French logos for National Coaches Week. You can download high-resolution versions [here](#).



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GUIDING PRINCIPLES FOR USING THE NATIONAL COACHES WEEK LOGO

- Clear space must be given around the logo. Type and graphic elements must not encroach on this clear space.
- Do not stretch or compress the logo disproportionately.
- Do not rotate the logo; the National Coaches Week logo should always remain horizontal.
- Do not change the colour of any part of the National Coaches Week logo.
- The logo must be legible; all words of the logo must be clear when used.

>> National Coaches Week Promotional Graphics and Images

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GENERAL GRAPHICS

Graphics help you promote National Coaches Week on your website, on social media, and on any other digital or print materials you may create. We have created the following graphic tools that will help you add a generic National Coaches Week graphic element to your promotions.

- >> Instagram (Size: 1080x1080)
- >> Web banner image (Size: 728x90)
- >> Facebook (Size: 1200x900)
- >> Twitter (Size: 1200x600)
- >> Zoom Background
- >> E-Signature (Size: 1200x150)
- >> Social Media Cover (Size: 851x315)
- >> Animated Stickers



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CUSTOMIZABLE GRAPHICS

We've made it easy for you to create your own customizable graphics for National Coaches Week! Simply download the PowerPoint files and replace the image with your own. If you need instructions find them [here](#).



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SAMPLE SOCIAL MEDIA POSTS

You can follow all of the National Coaches Week social media action on Facebook, Twitter, and Instagram using [#CoachesWeek](#) and [#ThanksCoach](#).

We've created a custom Facebook profile frame that can be used throughout the week to show your support. [Follow this link](#) to add the frame to your Facebook profile throughout the week. Be sure to update your cover and display images to National Coaches Week graphic to generate awareness for the campaign.

New this year! We've created an animated GIF to add to your Instagram story! Search the GIF library for National Coaches Week to add the sticker to your story.

Use some of the social media posts below to join the conversation!

- Celebrate your coach during National #CoachesWeek September 18th-26th #ThanksCoach*
- We're celebrating the coaches who have been there through thick and thin! This week, join us to say #ThanksCoach to an important coach in your life!*
- Even from a distance, coaches are there to support you! Join us this National #CoachesWeek to say #ThanksCoach!*
- Coaches are a crucial part of building a healthy, active community. Get involved in National #CoachesWeek by saying #ThanksCoach!*
- Whether it's in-person or virtually, a message of thanks goes a long way. Take a moment to say #ThanksCoach to a coach who has been there for you.*
- Looking for a National #CoachesWeek event to join in your community? Visit www.coach.ca/NCWEvents to see events and list your own.*
- Interested in hosting your own National #CoachesWeek event! Learn more at www.coach.ca/NCWEvents*
- September 18th- 26th is your chance Canada! Tell us why your coach rocks using #ThanksCoach*

There are lots of partners you can follow on Facebook and Twitter who will have information about National Coaches Week. Be sure to tag your coach, club, or sport organization in your social media post.

Follow the Coaching Association of Canada for updates on National Coaches Week events, and other shareable content.



@coach.ca



@CAC_ACE



@coach.ca



Subscribe to the CAC's [Inside Coaching monthly eNewsletter](#) for updates and National Coaches Week events.



The Coaching Association has teamed up with Petro-Canada to fuel coaches and athletes across Canada! During National Coaches Week we will be hosting a social media contest with the chance to win daily prizes for you and your coach!

Visit coach.ca/NCW during National Coaches Week to learn more and enter to win!



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#THANKSCOACH VIDEO



We've created this #ThanksCoach video that can be shared throughout the week on your social media platforms.

▶ [Access the #ThanksCoach video](#) on the CAC's Youtube channel.



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WEBSITE COPY

Use the text below to share information about National Coaches Week on your website. Be sure to customize it with any specific events you have planned.

National Coaches Week celebrates the positive impact coaches have on athletes, participants, and communities across Canada. This week is an opportunity to recognize coaches for the integral role they play by saying #ThanksCoach.

With virtual activities held across the country to celebrate coaching, National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring Canadians live an active, healthy lifestyle.

For more information on events happening in your region, visit www.coach.ca/nationalcoachesweek or contact your [Provincial or Territorial Coaching Representative](#).

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NEWSLETTER COPY

Use the text below to share information about National Coaches Week on your website. Be sure to customize it with any specific events you have planned.

September 18-26, 2021 is National Coaches Week, a time to celebrate the tremendous positive impact coaches have on athletes and communities across Canada. This week is an opportunity to recognize coaches for the integral role they play by simply saying #ThanksCoach.

With virtual activities held across the country to celebrate coaching, National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring Canadians live an active, healthy lifestyle.

Stay up to date with everything happening leading up to National Coaches Week by visiting www.coach.ca/nationalcoachesweek and by following along on social media using #CoachesWeek and #ThanksCoach.



Event Materials

>> National Coaches Week Events

National Coaches Week features plenty of events across Canada from coach training, to coach recognition nights. There are many ways you can celebrate coaching!

Whether a physically distant event is possible, or you can celebrate virtually, you're invited to host your own National Coaches Week event, or even to simply incorporate coach recognition into an activity that is already taking place during National Coaches Week! Be sure to follow your regional guidelines when it comes to any in-person event.

There are many different ways to recognize coaches, and during the challenging times in 2021, it is even more important to celebrate those that support us. Do you have a regular video call where you can add in a #ThanksCoach message? Hosting an NCCP online workshop? For those who are able to return to train, are you having a special practice where you can plan a celebration? All of those events count as National Coaches Week events! We've created many tools to help you get started or make your event more memorable.

You can list your own National Coaches Week event, buy appreciation gifts or see the activities happening in your community at www.coach.ca/NCWevents. Be sure to also check your Provincial or Territorial Coaching Representative's website, available [here](#).

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PLANNING YOUR OWN ACTIVITY

Are you interested in hosting your own National Coaches Week activity? The Provincial and Territorial Coaching Representatives (P/TCRs) across the country are here to help. Whether you're hosting an NCCP online event, a virtual celebration call, or any other coaching activity, the P/TCRs are your number one resource for support.

Need a background for a video call? Download this digital backdrop to help brand your virtual event!

Contact your P/TCR for more information on event support in your region, [here](#).

Did you know that you can purchase National Coaches Week swag? Visit www.GlobeCanada.com/NCW to purchase a variety of gifts and items to celebrate the week.

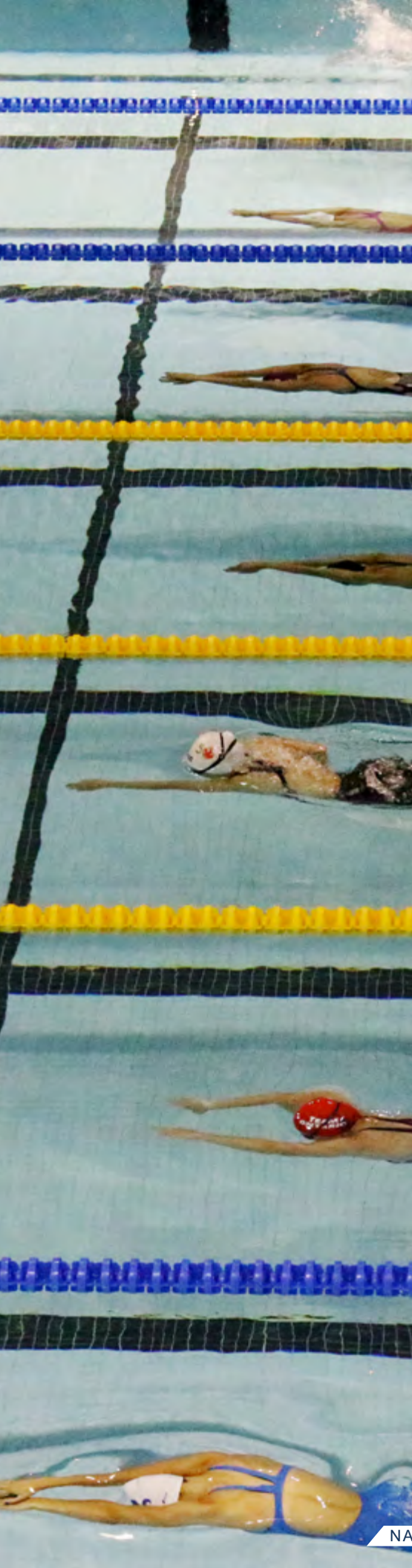


Be sure to also list your event, whether it's virtual, or in-person at www.coach.ca/NCWevents

#THANKSCOACH POSTCARD

Are you looking for an easy way for you or your athletes to say thank you to your coach? Print out this [postcard](#) and distribute it to athletes in your community. With a #ThanksCoach National Coaches Week image on one side, and a space for an athlete to write a personalized message to a coach on the other, this simple gesture will help your athletes recognize their coach! Take a picture of your athlete and coach with their postcard and share it with us using #ThanksCoach on Facebook and Twitter.





#THANKSCOACH PROFILES

Writing a profile about a coach who has had a positive impact on your community is a great way to say thanks. The #ThanksCoach profile initiative is part of National Coaches Week that helps celebrate the diversity of coaches across Canada and the positive impact they have across the country.

Below are some questions you can provide your athletes with to get information about coaches in your community that you want to profile. Share the profile on your website, eNewsletter, or by social media, and tell us about a coach that deserves a big thank you. Don't forget to add a great action shot of your coach!

Coach Details

Coach's Full Name:

What sport do they coach?

Location (City, Province):

Athlete Details

Athlete's Full Name:

Position/Team/Club/Sport:

Location (City, Province):

Questions and Answers

Answer at least 4 of the following questions (your total submission should be a minimum of 250 words):

1. What does your coach do that makes them a great coach?
2. Write a memory/story about your coach.
3. What lesson(s) has your coach instilled in you?
4. Pick three words that describe your coach.
Explain why you chose each word.
5. What is something that reminds you of your coach?
6. Other than the sport they coach you in, what sport would you like to watch your coach try?
7. If you had to pick a karaoke song to describe your coach what would it be? Why?
8. What is an important skill your coach has that makes them a good coach?
9. Why do you want to say "thanks, coach"?

Please attach a picture of your coach if possible or your club logo.

Be sure to share it on your social media channels, and use the hashtag #ThanksCoach, or #CoachesWeek!



>> Media and Government Relations

During National Coaches Week we encourage everyone in Canada to put a spotlight on coaches and give this largely volunteer part of Canadian sport a thanks. Communities across Canada also have an important role to play in bringing attention to the importance of celebrating coaches in Canada to the media, and local governments.

We've prepared some templates to support communities across Canada in engaging their local mayor's offices, and media in the recognition campaign.

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MAYORAL PROCLAMATION

A proclamation is an opportunity to make a public announcement and to create community awareness about National Coaches Week while celebrating the tremendous positive impact coaches have on athletes and communities.

Here are some steps you can follow to have National Coaches Week proclaimed in your community:

1. Contact your mayor's office or local councilor to request a proclamation. You can make initial contact in writing by customizing the **Letter to your Mayor** and **Proclamation** templates below
2. Remember, city officials are incredibly busy. Your request will likely need to compete for attention with dozens of others. You'll need to be both persistent and helpful to be successful. If you do not hear back from your mayor's office or local councilor within a day or two, follow up with a phone call ensuring that they received your request and offer additional resources or information.
3. Make an appointment to meet with your mayor or councilor for the signing of the proclamation. If you can, arrange to have a photo taken of them signing the proclamation.
4. If you're successful, let us know about it on Facebook and Twitter using #CoachesWeek and #ThanksCoach! The proclamations are a key part of getting the word out about coach appreciation across Canada.

LETTER TO YOUR MAYOR

[Date]

Dear [Name],

On behalf of [Your Organization/Community], I am writing to you today to request that you issue an official public proclamation recognizing National Coaches Week from September 18th to 26th, 2021 in our community.

National Coaches Week will put a spotlight on coaches and give this, largely volunteer, integral part of Canadian sport a thanks. National Coaches Week encourages Canadians to say thanks and to celebrate the tremendous positive impact coaches have on athletes and communities.

I am requesting that National Coaches Week be publicly proclaimed in [Your Town/City/Community] in order to say thanks to coaches in Canada.

More information on National Coaches Week is available at www.coach.ca/nationalcoachesweek, and our Organizing Committee is happy to provide your office with suggested text for the proclamation. I look forward to following up with your office in the next few days.

[Name], thank you in advance for your consideration and support for Canadian coaches.

Sincerely,

[Name]
[Contact Information]

PROCLAMATION TEMPLATE

WHEREAS: From September 18th to 26th, 2021, communities across Canada will join together to recognize National Coaches Week; and

WHEREAS: The goal of the week is to celebrate the tremendous positive impact coaches have on athletes and their communities; and

WHEREAS: During the week, thousands of coaches will receive a #ThanksCoach message and be invited to participate in various celebratory events including free online clinics and virtual workshops; and

WHEREAS: Coaches will receive the recognition they deserve for the time they devote to ensuring Canadians live active healthy lifestyles; and

THEREFORE, I, (MAYOR'S NAME), Mayor of (INSERT YOUR CITY OR TOWN'S NAME), do hereby proclaim September 18th to 26th, 2021 as "Coaches Week" in (INSERT YOUR CITY OR TOWN'S NAME) and urge all civic, social and fraternal organizations and business establishments to give this campaign the greatest possible support.





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ENGAGING THE MEDIA

Getting the news media to pay attention to your event can be a challenge. Like your mayor or local councilor, they are incredibly busy. Your request will need to compete with possibly dozens of others for their attention. Nevertheless, there are a few techniques that will help increase your odds of getting your event covered. For example:

1. Most reporters are responsible for a specific “beat,” or focus area. Before you make your pitch, take some time to identify the editor or reporter in your city or town who’s most likely to respond. For National Coaches Week, try to identify your local sports reporter, or city/ community affairs reporter. This will minimize the likelihood that your pitch will get lost in the shuffle.
2. Reporters rely on relationships. Once you’ve identified the right ones, follow them on Twitter (most have their accounts listed) and share or comment on some of their previous stories before submitting your pitch.
3. Reporters are pressed for time. In many cases, they’ll give their attention to the organizations that can give them everything they need (press release, spokespersons, images or videos, etc.); in the format they need, in one package. When preparing your pitch, be sure you’ve included everything they need – the resources in this kit will help.
4. Make it relevant. National Coaches Week is a cross-Canada event. However, a local reporter will be more interested in highlighting a coach in your community. Try to identify a coach in your city/community who’s willing to be profiled in the media.
5. Be accessible. Be sure to include your own contact information in your pitch and be sure that someone is always on-hand to answer their questions. Reporters rarely call twice.

Use the following templates to support your media engagement.



NATIONAL COACHES WEEK BACKGROUND INFORMATION

The week of September 18th to 26th, 2021 is **National Coaches Week**, a time to celebrate the positive impact coaches have on athletes and their communities across Canada. The annual campaign is an opportunity to recognize coaches for the integral role they play by saying #ThanksCoach.

Key Messages:

- Coaches make valuable contributions to the quality of life in communities across Canada.
- Coaching contributes significantly to volunteerism in Canada.
- Coaches develop young athletes' passion for sport that can carry them on to success later in life.

Provincial and Territorial Coaching Representatives:

Each province and territory in Canada has an independent, non-profit, coach-led organization that strengthens development opportunities and provides resources, representation and recognition for coaches in all sports of all levels.

National Coaches Week Events:

From September 18-26, 2021, [Organization Name] will be celebrating **National Coaches Week** by;

- *[Populate with local events]*

Coaching Statistics:

- In 2020-2021, over 43,900 coaches across Canada were trained in the National Coaching Certification Program (NCCP).
- More than 19,000 of these coach trainings were at the Community Sport level.
- In *[province/territory]*, *[organization name]* supports the development and education of over number of coaches across all sports and levels.
- During National Coaches Week in 2020;
 - » 4,388 coaches took free NCCP eLearning
 - » Close to 15,000 posts used the National Coaches Week hashtags to share a message of thanks on social media.
 - » The campaign received over 8.4 million online impressions by engaging athletes, coaches, and sport organizations at all levels

For more information about **National Coaches Week** events in your province, please contact:
[INSERT LOCAL CONTACT DETAILS]

www.coach.ca/NCWEvents

Join the conversation on twitter, Facebook and Instagram using #CoachesWeek and #ThanksCoach.

Be a part of this year's National Coaches Week!

TEMPLATE MEDIA RELEASE

Contact: [Name, Organization]
Phone: [number]
Email: [email]

National Coaches Week

[City, PROVINCE, Month, Day—]

National Coaches Week is a week-long public awareness campaign that encourages people in Canada to say thanks and to celebrate the tremendous positive impact coaches have on athletes and their communities. This week puts a spotlight on coaches and gives this, largely volunteer, integral part of Canadian sport a thanks.

With events held across the province and country to celebrate coaching, National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring people in Canada live an active, healthy lifestyle. This week, encourage yourself to say thanks to the more than **[NUMBER]** coaches who call **[PROVINCE/TERRITORY]** home.

During the 7th annual National Coaches Week, **[INSERT LOCAL ACTIVITIES]**. To learn how you can get involved this week, please visit www.coach.ca/NCWEvents.

**[Insert organization information/
boilerplate]**

If you would like more information about National Coaches Week, please call **[name]** at **[phone number]**, or email **[email address]**.



TEMPLATE MEDIA REQUEST

[Date]

Radio station
Street name
City
Postal Code

Hi [media station or contact name],

From September 18-26, 2021, communities across Canada will be proclaiming National Coaches Week as a thank you to celebrate the tremendous positive impact coaches have on athletes and their communities.

To thank the thousands of coaches that call PROVINCE home, there will be [INSERT ACTIVATIONS HERE] taking place throughout the week. National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring people in Canada live an active, healthy lifestyle through sport and recreation. Especially through the challenging times in 2021, coaches have had to adapt to support their participants from a distance.

We ask that you use about 15-20 seconds of your airtime to say “Thanks Coach,” and to let your audience know that National Coaches Week is taking place in their community. For more information, and to find out more about activities taking place in your community, please visit www.coach.ca/nationalcoachesweek. A sample message to your audience would be as follows:

“This week is National Coaches Week and [INSERT ORGANIZATION NAME] would like to say thanks to all the coaches in our community. To celebrate the positive impact of our coaches there will be [INSERT LOCAL ACTIVITIES]. Be sure to share a thank you message for your own coach on social media by using the hashtag #ThanksCoach”

We also encourage (media station) to post your own message of support using the hashtag #ThanksCoach. Please let us know what our next steps would be in order to have information aired leading up to the week. Your involvement in supporting this public awareness campaign is appreciated by [INSERT ORGANIZATION NAME] and of course the coaches who work tirelessly to enhance sport and healthy lifestyles within our communities. For more information, please do not hesitate to contact (name) at (email) or at (phone number).

Kind regards,

Name
Job Title
Contact Details



