



BACK TO SPORTS



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Introduction

Effectively promoting your meeting and providing clear, concise communication messages is an important part of having a successful meeting. Use these templates, tools and tips to help guide you.

Before you get started, here are some important points to remember:

- Before promoting and posting about your Back to Sports meeting, think about who you want to involve.
 - If your meeting is open to the public, then it's OK to promote it to everyone.
 - If your meeting is a closed event (only open to select teams, schools, individuals, etc.), then you will not want to publicize it beforehand on social media or any other outlet.
- After the meeting is over, you may want to make people aware of how successful it was. You can post follow-up messages on social media or have a story about your meeting run in a local newspaper.
- If you have a Communications department, ask them for help on pitching your meeting (before or after it occurs) to local media. This is a great way to get local coverage of your success. Your Communications department can also help you build internal awareness for your meeting.
- Before posting any pictures from the meeting, make sure you have collected photo permissions. Follow your school/organization guidelines regarding obtaining permission.
- Make sure you communicate clearly with any volunteers and/or guest speakers.
- The more promotion, the more successful your event will be!

Use a variety of communication tools – emails, social media (only when it's an open event), school website, school newsletters, flyers – to promote your meeting. Here are some ways to spread the word!

- Send an event reminder using your school's voicemail system, if there is one.
- Create an invitation flyer that kids can take home for their parents or guardians to see.
- Hang flyers in the school.
- Make announcements and provide sports safety tips at school.
- Distribute invitation flyers to coaches to give to their student-athletes.
- If you are working with a parent organization or group, have them help distribute flyers.

Feel free to customize the promotion, recruitment and communication templates that are included in this resource.



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Social Media and Website Promotion Posts

Facebook Posts

The best defense against sports injuries is a good offense. The @American Heart Association is teaming up with the @NFL Community to make youth sports healthier and safer for kids through the Back to Sports program. Don't miss the Back to Sports All-Star presentation, delivered by your very own <INSERT FACILITATOR NAME> on <DATE, TIME> at <LOCATION>. Bring your questions for this fun, interactive presentation!

@American Heart Association teams up with @NFL Community to make youth sports healthier and safer than ever. Don't miss the Back to Sports meeting facilitated by <INSERT FACILITATOR NAME> on <DATE, TIME> at <LOCATION>.

Join me, <INSERT NAME AND TITLE>, at the Back to Sports meeting sponsored by @NFL Community and @American Heart Association on <INSERT DATE, TIME> at <LOCATION>. I'll have updated sports safety information, CPR training and practical tips to help keep your athlete having fun on the field and court. Let's keep our kids active and safe!

Back to Sports. Here's the game plan: Keep sports safe. Keep kids healthy. Join me on <INSERT DATE, TIME> at <LOCATION> for practical tips, suggestions and updated sports safety information.

We're teaming up with the @NFL Community and @American Heart Association to make youth sports healthier and safer. Don't miss the Back to Sports meeting, <INSERT DATE, TIME> at <LOCATION>, to learn practical tips and updated sports safety information!

<INSERT DISTRICT/SCHOOL NAME> is tackling youth sports safety and wellness with the @NFL Community and @American Heart Association. Don't miss the Back to Sports meeting on <INSERT DATE, TIME> at <LOCATION>.



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Twitter Posts

Here's the game plan: Keep sports safe. Keep kids healthy. Join me on <INSERT DATE, TIME, LOCATION> for sports safety info & tips. #lifeiswhy

.@American_Heart & @NFLHealthSafety team up to make kid's sports healthier & safer than ever. Join us on <INSERT DATE, TIME, LOCATION>. #lifeiswhy

Join me, <INSERT NAME AND TITLE>, at the Back to Sports meeting sponsored by the @NFLHealthSafety and @American_Heart on <INSERT DATE, TIME> at <LOCATION>. I'll have updated sports safety information, CPR training and practical tips to help keep your athlete having fun on the field/court. Let's keep our kids active and safe!

.@<INSERT SCHOOL NAME> is tackling kids sports safety w @NFLHealthSafety & @American_Heart. Back to Sports <INSERT DATE, TIME, LOCATION>. #lifeiswhy

Website Promotion

Join us at the upcoming Back to Sports meeting on <INSERT DATE, TIME> at <LOCATION>, presented by our own <INSERT FACILITATOR NAME>.

Back to Sports is educating parents and guardians about youth wellness and basic sports safety to help keep kids safe, healthy and having fun while playing the sports they love. Topics will include:

- Concussion awareness
- Heat and hydration
- Prevention of pediatric overuse injuries
- Cardiac arrest and proper response



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School Newsletter Meeting Announcement

One of our own, <INSERT FACILITATOR NAME>, has been selected to facilitate a Back to Sports meeting in partnership with the National Football League and American Heart Association. Back to Sports is educating parents and guardians about youth wellness, the benefits of physical activity, and basic sports safety and proper responses (concussion awareness, heat and hydration, prevention of overuse injuries, and cardiac arrest and proper response). The goal is to help keep kids healthier and safer as they participate in sports.

Don't miss this important interactive meeting on <INSERT DATE, TIME> at <LOCATION>. Practical tips, CPR training and updated sports safety information will be presented.

Media Invitation

Include an invitation flyer and request that members of the media attend or cover the meeting. Include your contact information in case they have questions. Remember to work with your Communications contact/department if you have one.

SUBJECT OF EMAIL/MEMO: Media Alert: <INSERT SCHOOL/DISTRICT/ ORGANIZATION NAME> Parents and Guardians Gather for Back to Sports Meeting on <INSERT DATE>



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Sample Emails

Email to Administration for Approval for Back to Sports Meeting

SUBJECT OF EMAIL: Approval to host Back to Sports meeting

Did you know that in 2013, about 1.24 million kids were sent to the emergency room with sports-related injuries? I have been selected to facilitate a Back to Sports meeting in partnership with the National Football League and the American Heart Association. Back to Sports is educating parents and guardians about youth wellness, benefits of physical activity and basic sports safety and responses. The goal is to help keep kids healthier and safer as they participate in sports.

As a grant recipient, I will have the Back to Sports Toolkit containing presentation materials, promotional flyers, attendees' handouts, and a CPR in Schools Training Kit™.

I would like to request your permission/approval to hold this meeting <INSERT PROPOSED LOCATION, DATE, TIME>. I am available <INSERT DATE, TIME> to discuss this in more detail if you prefer.

Thank you for your consideration. I look forward to our continued work to keep kids safe and healthy.



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Volunteer Recruitment Emails

After recruiting volunteers, be sure to send letters/emails to confirm volunteer assignments. Here is a sample recruitment email that you can adapt to suit your needs.

Email to Parent Organization for Support (PTA, PTO, Booster Club)

SUBJECT OF EMAIL: Volunteers Needed – Show Your Support

My name is <INSERT NAME> and I am <INSERT JOB TITLE/ORGANIZATION>. I've been selected to host an NFL and American Heart Association Back to Sports meeting on <INSERT DATE, TIME>. The program promotes physical activity and safe sports participation for kids. Topics will include concussion awareness, heat and hydration, cardiac arrest/CPR and prevention of pediatric overuse injuries.

I'll be facilitating this meeting, but I need help! I need <INSERT #> parent volunteers to assist the night of the meeting and at least one parent to help with planning and logistics. Please see below for a brief description of responsibilities. **I'd appreciate it if you let me know if you can help by <INSERT DEADLINE DATE>.** I look forward to hearing from you.

Volunteer Tasks

- 1-2 volunteers to help with planning activities (logistics, promotion, securing snacks)
- 1-3 volunteers (depending on meeting size) to help during the meeting (estimated 75 min.). Duties include: greet attendees, work registration table and assist with sign-in, pass out Back to Sports packet, assist with prize drawing, set-up, clean-up

Confirmation Email for Parent Volunteers

Thank you for volunteering to help with the Back to Sports meeting. I look forward to educating about <INSERT #> parents and guardians. You will play an important part in helping me reach this goal. Please see below for details:

Assignment: <INSERT TASKS>

Date: <INSERT DATE>

Time: <INSERT START TIME> to <INSERT END TIME>

Location: <INSERT LOCATION>

Please send me your phone number so we can discuss in more detail and so I know how to reach you the day of the meeting. Thanks!



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Recruitment Email for Content Expert Volunteers (Optional)

SUBJECT OF EMAIL: Experts needed – Share your expertise

My name is <INSERT NAME> and I am <INSERT JOB TITLE/ORGANIZATION>. I am facilitating a Back to Sports meeting on <INSERT DATE, TIME> at <LOCATION>. **I'd like to invite you to be part of the meeting as a special guest speaker on <INSERT TOPIC>.**

The physical, mental and emotional rewards of sports participation and an active lifestyle far outweigh trophies and ribbons. Back to Sports is a program of the National Football League and the American Heart Association that educates parents and guardians of athletes about how to keep their kids safe and healthy while playing the sports they love. The program is geared to parents or guardians who have elementary, middle or high school students who are participating or considering participating in sports. Topics will include concussion awareness, heat and hydration, cardiac arrest and proper response, and prevention of pediatric overuse injuries.

I will provide the presentation slides and key talking points so preparation time will be minimal. Each topic is allotted 10 minutes to ensure all areas are covered within the <INSERT 60- or 75->minute meeting. I would like you to present for <INSERT #> minutes and be available at the end to answer questions.

Please let me know by <INSERT DEADLINE DATE> (the earlier the better) if you can join us! My contact information is below. I am happy to help answer any questions you may have. I have attached the invitation flyer for your review. We are hoping for at least <INSERT #> attendees.

Sports participation is so important for kids' health. Let's make sure our kids know they have their parents, guardians, school and community behind them all the way. I look forward to hearing from you!

<INSERT CONTACT INFO>



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Confirmation Email for Content Expert Volunteers

Thank you for volunteering to be a special guest speaker! I have attached the presentation slides for you to review. I will ask you to provide a quick, two-minute background/introduction and any additional information you would like to share. At the end, there will be time for questions.

<INSERT PRESENTATION & TALKING POINTS>

Again, I can't thank you enough for offering to share your knowledge with the community. I'll send logistical information as we get closer to the meeting. Feel free to email me or call me at <INSERT CONTACT INFORMATION> if you have questions.

Meeting Reminder Email for Volunteers (confirmation of role – 1 week to 4 days in advance)

SUBJECT OF EMAIL: Back to Sports, <INSERT DATE> – Important Details

I look forward to working with you on the Back to Sports meeting on <INSERT DATE, TIME, LOCATION>. You'll play an important role in helping educate our families about youth wellness and sports safety. I have provided the meeting details below and included my cell phone number if you need to reach me.

Please arrive 30 minutes before the meeting is scheduled to start.

Back to Sports meeting on <INSERT DATE AND TIME>

Contact: <INSERT YOUR NAME, CONTACT PHONE, EMAIL ADDRESS>

Location: <INSERT LOCATION, ADDRESS AND WEBSITE>

Parking: <INSERT PARKING AND ENTRANCE INSTRUCTIONS>

Assignment: <INSERT VOLUNTEER ASSIGNMENT DETAILS>

Dress: Dress comfortably! Bring a light jacket in case the room is cool.

Notes: <CUSTOMIZE WITH SPECIAL NOTES OR SPECIFIC TASKS>

There will not be a place to secure items, so please do not bring valuables.

When you enter the building, <INSTRUCTIONS ON WHERE TO MEET>.

We'll have light snacks. Please help yourself.

If your plans change and you can't make it, please call me as soon as possible so I can make other arrangements.

I look forward to seeing you. Please let me know if you have questions or need more information.



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Thank-You Email for the Parent Volunteers

Thank you for volunteering to help make our Back to Sports meeting fun and informative. I couldn't have done it without your support. I especially appreciated your contributions toward <INSERT SPECIFIC TASKS/ROLES THAT STAND OUT>.

About <INSERT TOTAL # OF ATTENDEES> parents and guardians received important youth wellness and sports safety information that will help keep our kids healthier and safer while they play the sports they love.

Attached is a certificate of appreciation for your contributions.

Sincerely,

Thank-You Email for the Content Expert Volunteers

Thank you for volunteering to assist with the Back to Sports meeting. I know the parents and guardians appreciated you sharing your passion, experience and knowledge with them! Attached is a certificate of appreciation.

About <INSERT TOTAL # OF ATTENDEES> parents and guardians received important youth wellness and sports safety information, which will help keep our kids healthier and safer while they play the sports they love. This is a great step to educate our families, but the work doesn't stop here. Please keep up the great work and take advantage of the many resources provided by Back to Sports. Visit heart.org/BackToSports to learn more.



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