



**OCTOBER 2-7, 2023**

*A PLANNING GUIDE FOR YOUR NATIONAL YOUTH SPORTS WEEK EVENTS*

*Sponsored by NATIONAL COUNCIL OF YOUTH SPORTS*







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# CELEBRATE THE TRANSFORMATIVE POWER OF YOUTH SPORTS



National Youth Sports Week (NYSW) is a movement that embodies the transformative essence of youth sports. It's a shared mission that unites youth sports administrators, coaches, parents, and supportive brands. NYSW is a celebration that fuels passion, nurtures potential, and leaves an enduring mark on the lives of our youth.

For youth sports administrators, NYSW is a platform to amplify your commitment. It's a stage to showcase your exceptional work, creating inclusive and empowering spaces for young athletes. Your efforts unite communities and shape the future leaders of tomorrow through the dynamic medium of sports.

NYSW serves as a rallying cry for coaches—a reminder of your pivotal role in shaping young athletes' lives. It's an opportunity to acknowledge your profound impact, influencing their physical, emotional, and social growth. Your dedication and mentorship are the foundation of their success, nurturing qualities like resilience, teamwork, and leadership that will guide them throughout their lives.

NYSW turns the spotlight on parents, celebrating the incredible journey your children embark on through youth sports. It underlines the remarkable benefits of being part of a team—improved physical health, enhanced mental well-being, and the acquisition of invaluable life skills. It's a joyful reminder of the lifelong friendships and cherished memories that flourish on the field, shaping the very character of your young champions.

For brands that champion youth sports, NYSW presents a unique opportunity. It's a chance to align your values with a cause that touches millions of young lives. By joining hands with NYSW, you invest in the future, promoting the significance of youth sports. You help create an environment where every young person has access to transformative sporting experiences, creating a healthier society and nurturing the latent potential of youth athletes.

A handwritten signature in black ink that reads "Wayne Moss".

**Wayne Moss**, Executive Director  
National Council of Youth Sports (NCYS)

# A UNIFYING FORCE

During NYSW, we unite as a formidable force—a collective committed to celebrating and cherishing youth sports. Together, we strive to create a world where the joys of sports embrace every young person. Let's kindle the flames of passion, resilience, and growth within our young athletes, inspiring them to grow to remarkable heights and become the exceptional individuals they're destined to be.

NYSW is a groundbreaking initiative that mobilizes our country, drives engagement, and communicates the remarkable benefits of youth sports. The research is clear – youth who participate in sports do better than their non-playing peers and experience lifelong gains—increased physical activity, improved mental well-being, amplified responsibility, teamwork, social wellness, goal-setting, and leadership skills. Moreover, youth in sports are more likely to flourish academically, graduating from high school and college.

Youth sports serve as a bridge, connecting youth athletes with dedicated coaches in out-of-school settings. It's where significant life lessons are learned while having fun. The equation is simple but profound: In-school learning combined with out-of-school sports equals healthier youth, impactful leaders, and globally-minded graduates.

NYSW isn't just an event—it's an invitation to individuals and organizations to join the celebration through local events illuminating youth sports' uplifting power. This guide is your companion, offering creative ideas to turn your NYSW events into moments of joy and unity. With simplicity and fun as its guiding principles, this guide is your key to making NYSW an unforgettable experience for everyone involved.



# HOW DO I PARTICIPATE?

NYSW intends to ignite action and inspire change in youth sports. So, you might be asking, "Okay, I get it. What do I do?" Well, it's as simple as 1-2-3. Here's your roadmap to meaningful engagement:

1

## AMPLIFY THE MOVEMENT

Share the excitement of NYSW through your personal and professional networks and social media platforms. We've got you covered with a toolkit and assets to make your efforts even more impactful.

2

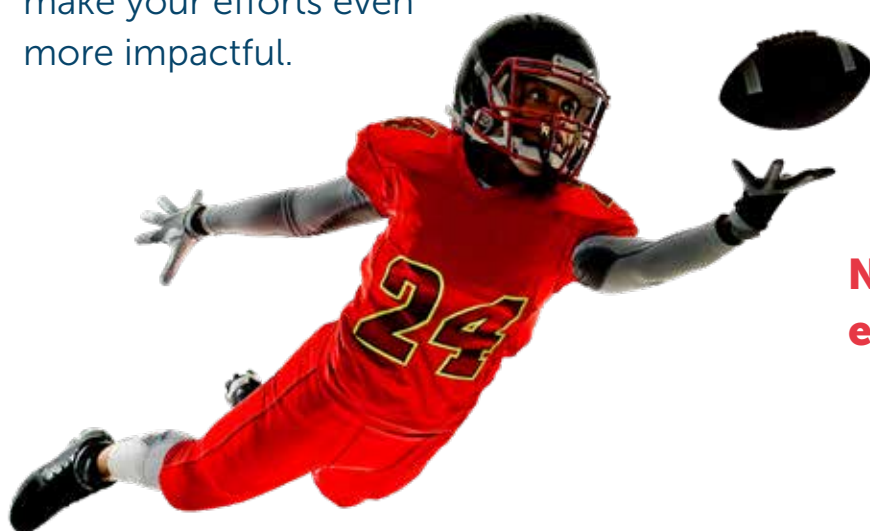
## EMPOWER WITH KNOWLEDGE

Use the resources and training we are providing. Explore resources, training materials and insightful articles related to NYSW.

3

## ACTIVATE YOUR PASSION

Roll up your sleeves and participate in the daily activations. From Opening Day to Play Day, there's a diverse range of opportunities to get involved and create lasting memories.



**Now, let's look at the exciting week ahead.**

**MONDAY**

# OPENING DAY

## IGNITING THE SPIRIT OF YOUTH SPORTS

Welcome to the Opening Day kickoff of NYSW! This is the moment where our diverse community unites with an electric buzz, setting the stage for a week-long celebration. NCYS will unveil grant awards, a transformative endeavor to save lives through AEDs and empower our coaches with unparalleled training opportunities. As we embark on this empowering journey, we invite you to stand with us in commemorating the profound impact that sports have etched into the tapestry of our lives.

**Did you know** that 65% of the formidable women on the Fortune List of Most Powerful Women once roared with competitive energy on the courts, fields, and pools of their youth? These are the everyday heroes who wove their passion and tenacity through sports. These moments of youthful grit became the stepping stones to their astounding achievements.

But you don't have to be a Fortune 500 CEO to relate. We all have memories of youth sports that ignited our teamwork, leadership and competitive drive. Today, we invite you to share a cherished throwback photo and thoughts from a moment that holds a special place in your heart.

### Activate Your Passion:

- Participate in the 'Throwback Team Tag' challenge, where we embrace nostalgia! Post a throwback photo from your college, high school, or youth sports days and share a story. Tag six individuals—friends, mentors, teammates— for each NYSW day. By tagging them, you're shining a light on fellow sports journey travelers. Invite them to contribute their photos and stories, keeping the inspiration alive.
- Ignite the hashtags [#ThrowbackTeamTag](#) [#NationalYouthSportsWeek](#) and honor the memories that made us into the remarkable individuals we've become.

Let's make Opening Day an unforgettable rallying cry for everyone who has ever felt the thrill of competition and camaraderie. Let's unleash the exhilaration, one photo, tag, and memory at a time. Let's make Throwback Team Tag a crescendo of unity and shared triumphs.





# TUESDAY

## TRAINING DAY: ELEVATING THE EXCELLENCE

Welcome to a transformative journey that aims to empower, educate, and enrich the world of youth sports. Today, we're not just honing skills. We're shaping futures. Training Day is an immersive experience set to spark a revolution in coaching, ignite parental insights, and invigorate the spirit of every participant. Training Day isn't just a day. It's a movement. We aim to empower 15,000 coaches – coaches who are mentors, leaders, and champions of potential. Together, let's unleash a wave of knowledge that will change generations.

### Empower with Knowledge:

- **Social and Emotional Training:** Access Coach-Mentor social and emotional training [here](#).
- **Injury Prevention:** Explore injury prevention strategies through Play Safely Sports training [here](#).
- **Parental Advocacy:** Learn "How to be an Advocate for Your Child's Healthcare" with our complimentary course [here](#).
- Share your insights, learning, and breakthroughs on social media using the hashtag [#TrainingDay](#) [#NationalYouthSportsWeek](#).

We extend our heartfelt gratitude to the U.S. Soccer Foundation, Play Safely Sports, and the U.S. Council on Athletes' Health for their invaluable support in making this day of learning possible.

On Training Day, we are excited to emphasize the critical importance of safety within youth sports through our Culture of Safety grants. As part of this initiative, organizations that receive our Culture of Safety grants will also have the invaluable opportunity to receive comprehensive Zoll AED (Automated External Defibrillator) training thanks to our partner, [GoRescue](#).

**Bright Spot:** The Boys & Girls Clubs of America declared this day a commitment to knowledge and growth. Across their 5,000 Clubs, staff and volunteers are embracing Training Day, proving a united passion for learning. Inservice learning will include its own training along with Coach-Mentor and Play Safely Sports training.

Training Day is about a shared commitment to nurturing the potential within us all. As you immerse yourself in training, remember that we're not just raising athletes. We're cultivating leaders.



# WEDNESDAY

## JERSEY DAY - UNITY THROUGH THE COLORS OF PASSION

Welcome to Jersey Day, where your jersey or spirtwear tells a story, weaving a tapestry of inspiration. On this day, proudly wear your jersey to work, to school, and in your community. It's more than just colors. It's the heart of sports, unity, and purpose. Jersey Day embodies team spirit, uniting athletes, coaches, and parents nationwide. Together, our jerseys represent diverse teams, cities, and dreams. Whether you're a young athlete, a guiding coach, or a dedicated parent, your jersey symbolizes unwavering commitment. Celebrate the power of jerseys, where every thread speaks of shared passion.

### Activate Your Passion:

- Rock your team's colors, proudly display your jersey, and let the country see your passion.
- Join the movement online by sharing your jersey photos using the hashtags [#NationalYouthSportsWeek](#) and [#JerseyDay](#). Watch the virtual parade of unity that brings us all together.

Together, we're a dedicated community and an unbreakable bond of sports.

**Bright Spot:** Amidst the energy of the world's leading event for the sports-event industry, the TEAMS'23 Conference and Expo in the Palm Beaches, some 1,000 attendees will proudly sport their favorite jerseys. From youth sports staff, Destination Marketing Organizations, and suppliers to corporate sponsors, there will be harmony under the banners of their teams, showcasing the power of unity in sports.





# THURSDAY

## SAFETY DAY – SAFETY FIRST, FUN FOREVER

Understanding safety, emotional abuse, physical abuse, and other critical aspects of youth sports is paramount as it ensures the well-being and positive development of young athletes. By recognizing and addressing these issues, we create an environment where children can thrive physically, emotionally, and mentally, fostering a future generation of resilient and empowered individuals.

### Empower with Knowledge:

- Join SportsEngine, the Home of Youth Sports™, as they present a panel of youth sports experts diving into emotional abuse and bullying. This panel features experts from TrueSport, the National Center for Safety Initiatives (NCSI), the National Association of Sports Officials (NASO), Positive Coaching Alliance, the U.S. Center for SafeSport, and the U.S. Soccer Foundation. From the officials to the coaches to the parents, you'll gain insights, resources, and pro tips on how to strengthen the future of youth sports.
- RSVP TODAY: <https://sportsengine.social/future-of-youth-sports>
- Share examples on social media regarding how your organization is keeping young people safe. Cite examples we can all learn from. Provide links to the resources on your website. Spark the hashtags [#SafetyDay](#) [#NationalYouthSportsWeek](#).

Together, we're a dedicated community and an unbreakable bond of sports.



**FRIDAY**

# **NATIONAL COACHES DAY**

## **AMPLIFY THEIR IMPACT**

Imagine a world without coaches – a world where guidance, mentorship and the joy of the game fade away. Coaches are the heartbeat of inspiration, the architects of dreams, and the growth promoters. Today, we unite to honor them, spotlight their dedication, and illuminate their extraordinary impact.

National Coaches Day is an opportunity for gratitude. It's an opportunity to celebrate coaches who mold athletes, minds, and characters. They're more than play callers. Let's celebrate coaches' sacrifices, tireless commitment, and the countless hours they invest in nurturing the potential within our young athletes.



### **Activate Your Passion:**

- Share a memorable coaching moment on your social media platform.
- Post a photo of a coach with words of expression.
- Create a short video, athletes, parents, and administrators, expressing gratitude for a coach who made a positive impact.
- Share your insights, coaches, about creating positive experiences.
- Flood the digital world with appreciation with the rallying cry of [#NationalYouthSportsWeek](#) [#NationalCoachesDay](#).

Today, we're not just celebrating coaches. We're fueling a movement that recognizes their influence. So, whether you're a player who found your footing under their guidance, a parent who witnessed their magic firsthand, or anyone who believes in the transformative power of coaching – let your voice be heard. Share your heartfelt stories, your memories, and your heartfelt tributes.

# **SATURDAY**

## **PLAY DAY – FUN FOR ALL**

Play Day is a spirited celebration of participation in sports that invites people of all ages to come together for a day of fun and unity. Imagine organizing friendly games that bring together families, friends, and communities in the spirit of healthy competition. Picture vibrant tournaments showcasing skill and sportsmanship and community events filled with laughter. This is our chance to capture the essence of Play Day and turn it into a phenomenon that transcends the playing field.



### **Activate Your Passion:**

- Join Play Day by doing what you already do – play games, put on camps, or host clinics. Every jump, every cheer, every moment of shared laughter is a testament to the positive impact that sports can have on our lives. Let's turn Play Day into an unforgettable experience, one that's captured through captivating photos and videos that highlight the sheer joy of participation.
- Use the hashtag [#PlayDay](#) [#NationalYouthSportsDay](#) to share your triumph, teamwork, and jubilation moments. Let's create a ripple effect of inspiration as these images and videos spread through social media, encouraging others to join the movement and celebrate the beauty of play.



# ABOUT NATIONAL YOUTH SPORTS WEEK



Since its 2013 inception, National Youth Sports Week (NYSW) has become a symbol of youth sports' profound impact. Spearheaded by the NCYS, this annual event celebrates youth development through sports.

Throughout its history, NYSW has highlighted youth sports' pivotal role in shaping lives. Beginning at the Rayburn House of Representatives Office Building on Capitol Hill, NYSW gained recognition from the Department of Health and Human Services and earned a spot in the National Health Observances calendar. In 2019, a Congressional Briefing sought to strengthen the bond between elected officials and NCYS' Policy Platform, advocating for support and collaboration in youth sports.

In 2020, NCYS reaffirmed its commitment by organizing a Hill Day amid the pandemic's challenges. Discussions between NCYS, its member organizations, and 26 Congressional Member offices advocating for an \$8.5 billion economic stabilization fund for youth sports providers, bridging CARES Act gaps.

In 2022, NYSW expanded with daily themes, reaching an audience of 10 million and engaging over 30 partners, including substantial support from NBC Sports Next. A signature event at LakePoint Sports in suburban Atlanta, featuring 5-time Olympic medalist and NBC Sports Analyst Sanya Richards-Ross, was a resounding success. Freddie Falcon and the Atlanta Falcons cheerleaders heightened the event's electrifying atmosphere.



Prioritizing safety, NYSW hosted an informative safety webinar through NCSI, offering essential insights into safeguarding young athletes.

NYSW's evolution, from its Capitol Hill origins to a nationwide platform, enables organizations nationwide to celebrate the youth sports community's impact.

(L-R) Dean Keener, Greg Gore, Rebecca Hilton, 5-time Olympic medalist/NBC Sports Analyst Sanya Richards-Ross, Freddie Falcon (kneeling), NCYS Executive Director Wayne B. Moss, August Irons, Josh Laney, LakePoint CEO Mark O'Brien and Atlanta Falcons cheerleader Madison M.

# CALL TO ACTION

Are you ready to be a part of a movement that ignites passion, transforms lives, and unites communities through the power of youth sports? Join us for NYSW and make a difference in young athletes' lives and our society's future. Embrace the spirit of unity, growth, and celebration by participating in the suggested daily activities. Share your experiences, insights, and inspirations on social media using the hashtag [#NationalYouthSportsWeek](#). Let's create a legacy of empowerment, resilience, and joy that resonates far beyond this week. Together, we can shape a brighter future through the transformative magic of youth sports.



# ABOUT NATIONAL COUNCIL OF YOUTH SPORTS



The mission of NCYS is to improve the safety and quality of all youth sports organizations through developing, curating and disseminating credible resources, training, tools and research to increase youth sports participation, access, promote best safety practices, unify youth sports organizations, and educate coaches, administrators, and parents. NCYS's vision is to inspire a nation where all young people engage in sports, cultivating health, leadership, and academic excellence.

NCYS members represent a comprehensive network of prominent organizations in the youth sports industry, including national community-based organizations, local unaffiliated community-based organizations, National Governing Bodies, Parks & Recreation Departments, and Destination Marketing Organizations. The NCYS community serves some 60 million youth registered in organized sports programs in every state and U.S. Territory.

NCYS is a charitable organization that has improved the youth sports community since 1978. NCYS organizations are in local communities in all 50 states and U.S. Territories. For some 40 years, NCYS has catalyzed significant changes. Before it was popular, NCYS led an industry-wide initiative to protect the interests of youth through criminal background checks after a rise in highly publicized abuse and sexual molestation cases. NCYS led a coalition of its members to work with the Congressional Judiciary Committees to amend the Child Protection Act. President George W. Bush named NCYS in the "PROTECT Act" (Prosecutorial Remedies and Other Tools to End the Exploitation of Children Today), which addressed child safety and included a national criminal fingerprint pilot program and a feasibility study with the FBI.

Learn more at <https://www.ncys.org>.





# SAMPLE PROCLAMATION

## NATIONAL YOUTH SPORTS WEEK

**WHEREAS**, the National Council of Youth Sports (NCYS) unites its members, youth sports organizations, the young people they serve, the public at large and other key stakeholders to celebrate National Youth Sports Week across the country; and

**WHEREAS**, this annual event will promote the importance and benefits of youth sports; and

**WHEREAS**, youth sports are a means to promote and achieve the nation's health and well-being goals by creating physically fit youth, increasing social and emotional resilience, improving academic performance and developing transformational leaders; and

**WHEREAS**, now more than ever, young people need the power of active play to reap the many benefits of youth sports; and

**WHEREAS**, all youth deserve the right to play and participate in sports in a diverse, equitable, inclusive, supportive and safe environment led by trained coaches; and

**WHEREAS**, the **[Name of Your Organization]** is joining the celebration of National Youth Sports Week with NCYS and its member organizations, which reach some 60 million young people registered into organized youth sports programs through their services and community involvement;

**NOW, THEREFORE**, on behalf of the **(Government Entity Name)**, I, **(Name and Title of the Government Official)**, do hereby proclaim October 2-7, 2023, as:

## NATIONAL YOUTH SPORTS WEEK

In **(Name of City or Town and State)** and urge all citizens to join with us in recognizing and commending the **(Name of Your Organization)** and all National Council of Youth Sports organizations in our area for providing their everyday contributions and commitment to improving the lives of the children and young adults in our communities.

**PROCLAIMED** this **(Day of the Month)** day of **(Month, Year)**.

