



**LIFE OF AN
ATHLETE**
A Program of NHIAA

TEMPLATE PARENT INVITE [print on school letterhead]

To the Athlete Parents/Guardians:

As the Athletic Director of [insert HS name], I look forward to presenting our program to your community. We will be hosting our mandatory pre-season meeting:

DATE:

TIME:

LOCATION:

If a parent or guardian does not attend this mandatory meeting, the student athlete will be allowed to practice with the team, but will not be allowed to compete

My goal has always been to make sport better for athletes that will come in the future. We all know sport has many issues that begin as soon as young people enter sport. It is quite common in this day and age to lose track of the true benefits of athletics and which are the values of being an athlete. Living a lifestyle that reflects both commitment to a set of ideals and the community pride in healthy youth and striving for excellence is critical for success.

So here is the coach in me, coming out in this pep talk...

WINNING STARTS WITH CORNERSTONES

It is not all about winning. It is about being real athletes... dedicated, focused, committed, serious athletes. It is about being real coaches... dedicated, focused, committed, serious coaches. It is about a community that will support nothing less than programs of excellence. It is about a program with solid cornerstones that are communication, collective responsibility, trust, caring and pride. These are just words until actions bring them to life by all stakeholders.

Often, winning replaces these cornerstones which results eventually in the erosion of the foundation of any program of excellence, its' traditions and the success we seek so blindly. You cannot have successful teams or winning until you have these cornerstones.

ACCOUNTABILITY and COLLECTIVE RESPONSIBILITY

As adults we need to set and support standards for youth in their best interest, take advantage of teachable moments for our young people and teach them to accept responsibility and accountability for all that they do.

I will share tonight an important perspective that can help your child to be successful in and out of school. Whether you are an athlete reaching for greatness or a student preparing for a test, success has a formula. Your community and all others have a choice. You can send the message that there is a price tag for being in athletics. It is called commitment. Total commitment! It starts with the example you adults set for your children, what you accept and



ultimately what you deserve. You can set an example for many others to follow and to do the right things. Only you can insure that your student athletes are a class act on and off the fields of play. Thank you for the opportunity to speak here.

Sincerely,

[insert name], Athletic Director

[insert high school name]