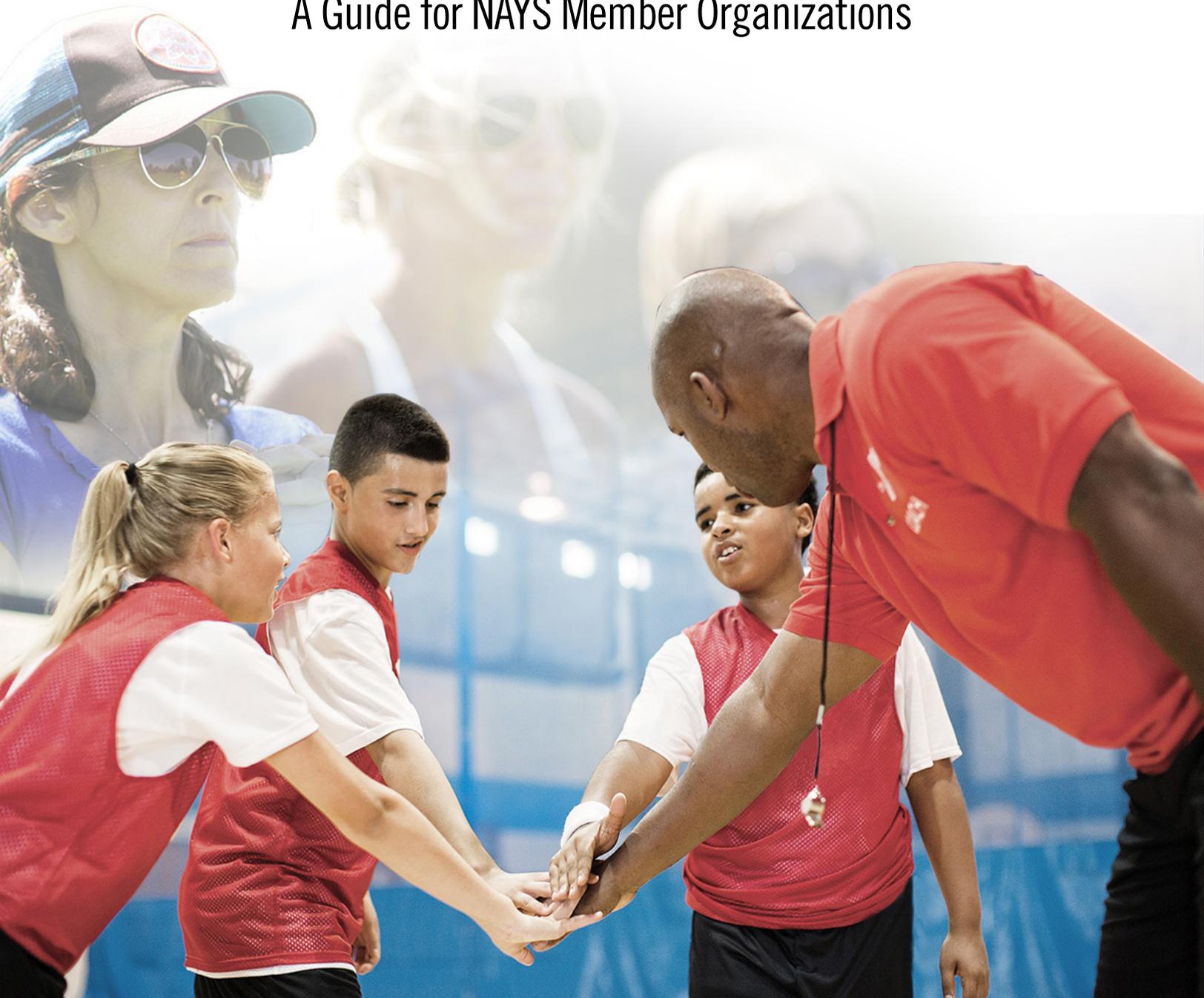


# Your Local Coach and Parent Award Program

A Guide for NAYS Member Organizations



**NAYS**

National  
Alliance for  
Youth Sports

nays.org

# **A Guide for NAYS Member Organizations**

## **Introduction**

Thank you for being a valued National Alliance for Youth Sports (NAYS) Member Organization. Member Organizations are a vital part of NAYS – we couldn't do it without you. Because volunteer contributions are important to the success of youth sports, NAYS honors an individual coach and parent every year to celebrate their contributions to their organization. Each year, we are amazed by the number and quality of nominations we receive and wish that we could give an award to each nominee.

To thank, praise and recognize as many deserving volunteers as possible, NAYS encourages all organizations to identify and celebrate outstanding individuals in their community. By using this guide to create or enhance your local coach and parent award program, you can involve your coaches, parents, athletes, and leadership in honoring the individuals who impact your organization.

How it works:

1. Utilize the tools in this guide to plan and promote your own coach and parent of the year awards.
2. Keep an eye out for potential winners throughout each season.
3. Recognize your organization's winners with certificates and a ceremony.
4. Nominate your organization's winners for the National NAYS Volunteer Coach and Youth Sports Parent of the Year.

Please feel free to contact a NAYS team member at 1-800-688-5437 (KIDS) or [nays@nays.org](mailto:nays@nays.org). We are here to support you!

**Better sports for kids, better kids for life.**

## Contents

About the National Awards	4
Getting Started	5
Timeline	5
Nomination Forms	6
Marketing Materials	7
Email Template	7
Blog Post	8
Social Media Posts	9
Website Details	10
Sample Flyers	11
Newsletter Announcement	11
Choosing a Winner	12
Award Ceremony Ideas	12
Certificates	12
National Awards Nomination	13

## About the National Awards

### NAYS Volunteer Coach of the Year

The foundation of youth sports would collapse without dedicated coaches who put fun and development above competition and who place the emotional and physical well-being of players ahead of a personal desire to win.

These inspiring role models are caring friends, enthusiastic team leaders and a beacon of fair play and sportsmanship. It is with this realization that NAYS created the Volunteer Coach of the Year Award. The nominee must be a member of the National Alliance for Youth Sports and judging is based how the nominee upholds the NAYS Code of Ethics for Coaches, for example placing the emotional and physical well-being of players ahead of a personal desire to win and leading by example in demonstrating fair play and sportsmanship.



### NAYS Youth Sports Parent of the Year

When a parent volunteers their time to help a youth sports league or team, they are impacting the lives of children throughout the community. From setting up team snacks to organizing a telephone tree, a group text or carpool, the actions of youth sports parents help to create positive memories for all children participating.

Each year the National Alliance for Youth Sports honors one outstanding sports parent as the NAYS Youth Sports Parent of the Year. Parent of the Year nominations are reviewed for how well the nominee exemplifies the NAYS Code of Ethics for Parents, founded on tenets like placing the emotional and physical well-being of children ahead of a personal desire to win, encouraging a playing environment of good sportsmanship and supporting the coaches and officials of the program.



### Recognition

NAYS Volunteer Coach of the Year and NAYS Youth Sports Parent of the Year are recognized during a special ceremony at the annual [NAYS Youth Sports Congress](#).

## Getting Started

Now that you have learned about the national awards, it is time to get started with planning your local awards. Follow this guide for ideas on how to implement a coach and parent of the year program for your organization.

First, with other leaders, discuss general ideas of how and when you would like to honor your organization's coaches and parents. Commonly, organizations select one recipient at the end of each sports season and honor them at the end-of-season celebration. Consider forming a committee to share responsibilities of overseeing the award program.

Then, create your nomination forms and establish your judging criteria. [Survey Monkey](#), [Google Forms](#), and other form tools help to gather nominations online.

Next, spread the word! Ask members of your organization to submit their nominations throughout each season. Once your nomination period closes, review nominations as a committee and follow your judging criteria to choose your winners. Honor the winners within your organization in a special way.

### Timeline:

1. Create nomination forms and promotional materials with your deadline date.
2. Obtain sponsors within your community to support the award program with monetary prizes and donated gifts for the winners.
3. Open nominations.
4. Encourage nominations through your website, social media, newsletters, and in person.
5. Plan recognition ceremony.
6. Close nominations.
7. Select a winner as a committee.
8. Create certificates and awards.
9. Host recognition ceremony.
10. Repeat each season!
11. Nominate your winners for NAYS national awards each summer.

## **Nomination Forms**

Develop your own forms to collect nominations from the community. Below are samples to use as a starting point.

### ***Nominate a Coach of the Year***

*Name of coach you are nominating:*

*Coach's Email:*

*Coach's Phone Number:*

*Sport Coached:*

*Your Name:*

*Your Email:*

*Your Phone Number:*

*Why would you like to nominate this coach?*

*How does this coach make a difference within the program?*

*Signature*

*Date*

### ***Nominate a Parent of the Year***

*Name of parent you are nominating:*

*Parent's Email:*

*Parent's Phone Number:*

*Sport he/she is involved with:*

*Your Name:*

*Your Email:*

*Your Phone Number:*

*Why would you like to nominate this parent?*

*How does this parent make a difference within your community?*

*Signature*

*Date*

## Marketing Materials

You know how to communicate with your audience best. Here are some ideas and samples to help you put together a plan for promoting your local coach and parent of the year award program.

### Email Template

*Dear Coaches and Parents,*

*As some of you may know, we have a partnership with the National Alliance for Youth Sports. They offer two prestigious awards each year, Volunteer Coach & Youth Sports Parent of the Year. These awards honor an individual parent and coach and celebrate their contributions to their team, league and community. We are launching this program locally and are looking to honor a coach and parent in each of our programs. The winners will be submitted as nominees for the national award.*

*The Volunteer Coach of the Year Award is presented to an individual who embodies the high standards of a volunteer coach. This individual is someone who places the emotional and physical well-being of players ahead of any personal desire to win; treats each player as an individual; is an enthusiastic team leader and a positive role model; has a thorough knowledge of the techniques and rules of the sport they're coaching; and understands that they can use their role as a coach to influence so many other areas of a child's life.*

*The Youth Sports Parent of the Year award is presented to one special youth sports parent who consistently emphasizes fun, learning, and safety; treats every child with the same respect and patience as their own child; and who is an enthusiastic supporter of all coaches, teams and players.*

*We need your input! Please take a moment to submit your nominations using the forms attached/linked below:*

*(Insert your coach nomination form link or attach to email)*

*(Insert your parent nomination form link or attach to email)*

*Thank you,*

## **Blog Post**

*Do you know a volunteer coach who is incredible with his or her players? A truly special coach who connects with kids, builds confidence, is a great teacher and motivator, and goes above and beyond to provide a memorable experience for every child on the team?*

*How about a parent who does it all? That mom or dad you see who exemplifies good sportsmanship, cheers for everyone and somehow finds the time to do whatever is needed to help.*

*If so, here's your chance to show your appreciation to these special individuals by nominating them for [your organization name]'s Coach of the Year and Parent of the Year Awards.*

*We need your input! Please take a moment to submit your nominations using the forms linked below:*

*(Insert your coach nomination form link)*

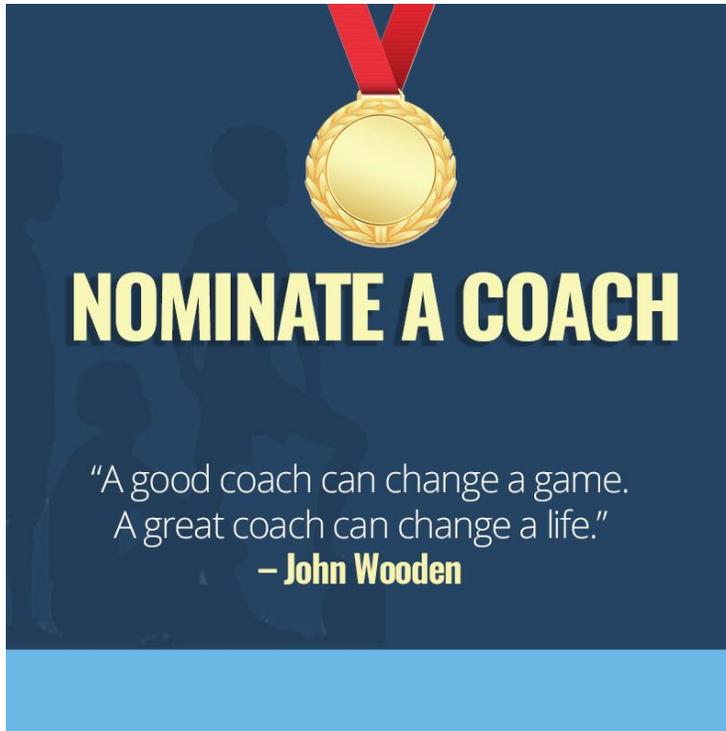
*(Insert your parent nomination form link)*

*Judging for the Coach of the Year will be based on how the nominee upholds certain standards which includes leading by example in demonstrating fair play and sportsmanship, not engaging in any form of cheating or unethical behavior and doing his or her best to provide a safe playing situation for all players, among other key areas.*

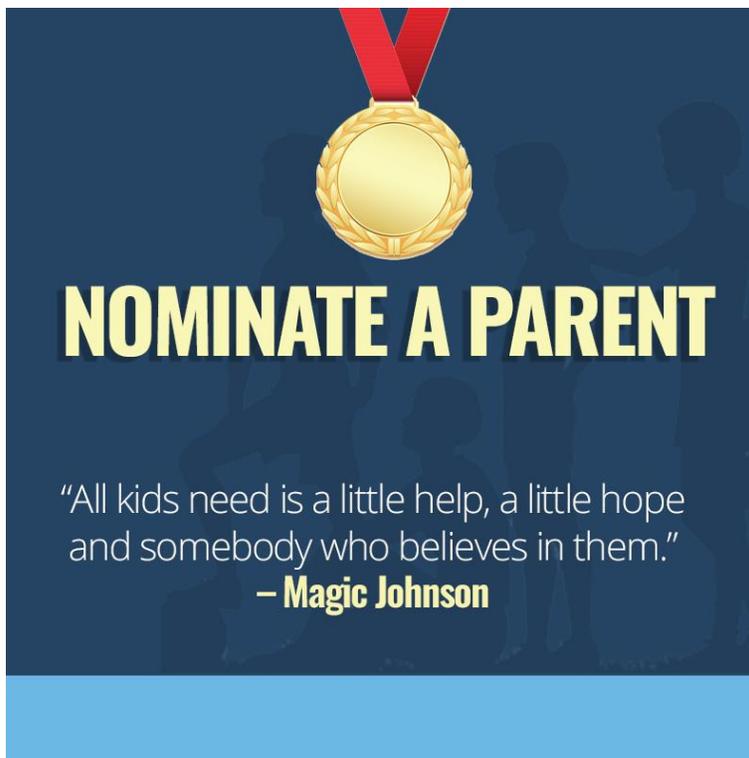
*Parent of the Year nominations are reviewed for how well the nominee exemplifies these certain tenets like placing the emotional and physical well-being of children ahead of a personal desire to win, encouraging a playing environment of good sportsmanship and supporting the coaches and officials of the program, among other important areas.*

*Thank you in advance for helping us recognize our wonderful volunteers.*

## Social Media Images



[View/Download Nominate a Coach Image](#)



[View/Download Nominate a Parent Image](#)

## **Social media text**

*Do you know a youth sports coach who goes above and beyond? Is there a supportive parent who regularly helps make youth sports activities a positive and safe experience for children in our community? Nominate them for the (name of organization) Coach and Parent of the Year award: [Insert your nomination form link(s) here]*

## **Tweet/Text**

*Don't forget to submit your nominations for (name of organization's) Coach and Parent of the Year! Please click on the link below to honor that special individual.*

*Insert your coach link*

*Insert your parent link*

## **Website Details**

*Announcing the local launch of Coach and Parent of the Year in partnership with the National Alliance for Youth Sports!*

*These awards honor an individual coach and parent and celebrate their contributions to our organization. Our winners will be recognized locally and submitted as nominees for the national awards.*

*The Coach of the Year award is presented to an individual who embodies the high standards of a volunteer coach. This coach is someone who places the emotional and physical well-being of players ahead of any personal desire to win; treats each player as an individual; is an enthusiastic team leader and a positive role model; has a thorough knowledge of the techniques and rules of the sport they're coaching; and understands that they can use their role as a coach to influence so many other areas of a child's life.*

*The Parent of the Year award is presented to one special youth sports parent who consistently emphasizes fun, learning and safety; treats every child with the same respect and patience as their own child; and who is an enthusiastic supporter of the coach and the team.*

*Please take a moment to submit your nominations today: [Insert your nomination form link(s) here]*

*Thank you in advance for helping us recognize our wonderful volunteers.*

## Sample Flyers

Customize these flyers with your own nomination instructions, images, logo, and contact information.

[Download sample \*\*Nominate a Coach of the Year\*\* flyer](#)

[Download sample \*\*Nominate a Parent of the Year\*\* flyer](#)

## Newsletter Announcement

*Do you know a volunteer coach who is incredible with his or her players? A truly special person who connects with kids, builds confidence, is a great teacher and motivator, and who goes above and beyond to provide a memorable experience for every child on the team.*

*Are you in awe of a supportive parent who does it all? The mom or dad who exemplifies good sportsmanship, cheers for everyone, and does whatever is needed to help out.*

*If so, here's your chance to show your appreciation by nominating them for the prestigious Volunteer Coach and Youth Sports Parent of the Year awards. [Link to nomination form]*

## Choosing a Winner

With so many outstanding participants, it can be difficult to select your winners. However, the nominees should be individuals who go above and beyond. The following questions can serve as a guide to help you select your local winners.

How does this coach make a positive impact within the program? (e.g. What is something athletes love about this coach? How has the coach solved a problem in the league with a creative solution? What do parents say about this coach?)

How does this parent make a difference within your community? (e.g. Does the parent volunteer extra time each season? Does he/she promote sportsmanship in a special way? Does he/she encourage safe play by checking the field/court/equipment prior to use?)

## Award Ceremony Ideas

It is common for the coach and parent awards to be presented at the end of the season trophy ceremony. How do you make your awards program special? Consider these ideas.

1. Pancake breakfast
2. Outdoor bar-b-que
3. Partner with local restaurant
4. Picnic at one of your parks

## Certificates



[Download sample Coach of the Year certificate](#)



[Download sample Parent of the Year certificate](#)

## National Awards Nomination

Once your winners have been selected, be sure to submit them as your nominations for the national awards. Visit the links below to find the nomination forms.

[NAYS Coach of the Year Nomination](#)

[NAYS Parent of the Year Nomination](#)

## Thank You

With questions or comments about this guide, please contact a NAYS team member at 1-800-688-(KIDS) 5437 or [nays@nays.org](mailto:nays@nays.org).