



>> 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 be receive a #ThanksCoach message and be invited to participate in various celebratory events including free online clinics and virtual workshops; and

WHEREAS: Coaches will received 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

