



MARKETING TOOLKIT

Increasing Representation of Diverse Coaches Across Canada

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Overview

Empowering Communities Through **Diversity in Coaching**

The Coaching Association of Canada (CAC) is committed to a documented Key Performance Indicator (KPI) aimed at enhancing the diversity, equity and inclusion of new coach participation in the NCCP through its partners. Through a targeted initiative designed to promote inclusion and representation in coaching across Canada, the CAC seeks to engage newcomers to Canada and individuals from diverse backgrounds to step into impactful coaching roles.

Target Audience

The campaign primarily focuses on individuals from multicultural communities and those representing newcomers to Canada who are passionate about sports and their community. This includes parents, athletes, and volunteers who may not yet see themselves as coaches but possess the potential to lead and inspire.

Why It Matters

Representation in coaching is vital to creating inclusive sport environments where every athlete feels supported, valued, and understood. Coaches from diverse backgrounds bring unique perspectives and experiences, fostering stronger connections within teams, enhancing the overall quality of sport in Canada, and providing youth with relatable role models who inspire and guide them. This initiative is poised not only to create a diverse and representative sports system but also to continue our work to build

an environment that is inherently inclusive and safe for all participants. In doing so, the program seeks not only to enhance the skills and opportunities for newcomers in the sports sector but also to contribute significantly to the creation of a sports ecosystem that mirrors the richness and diversity of the population in Canada.

Campaign Objectives

By achieving these objectives, this initiative aims to make a lasting impact on the sport culture in Canada, empowering both coaches and participants to thrive.

1**Promote Diversity and Inclusion in Coaching****2****Engage Multicultural Communities in Coaching****3****Increase Awareness of Coaching Pathways****4****Strengthen Community Impact Across Newcomer Groups**

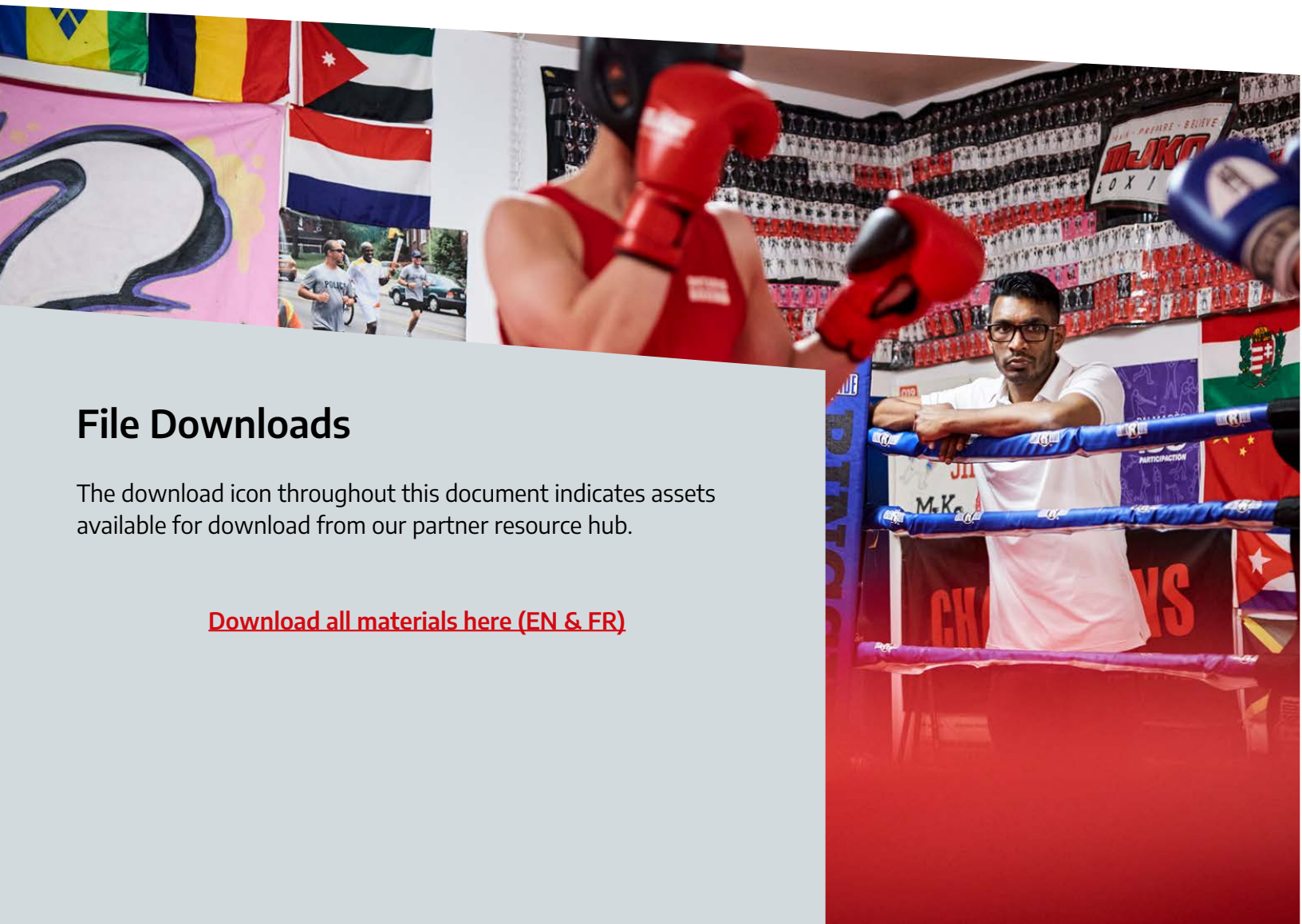
Marketing Toolkit

This toolkit provides a comprehensive collection of ready-to-use marketing resources to help NCCP partners promote coaching to diverse audiences to increase the diversity of the coaching community across Canada. Every element in this toolkit—from the messaging to the resources—was thoughtfully developed based on insights gathered through focus groups with individuals from newcomer support organizations, ensuring that the materials resonate with and effectively engage newcomer communities.

File Downloads

The download icon throughout this document indicates assets available for download from our partner resource hub.

[Download all materials here \(EN & FR\)](#)



Engaging **Newcomers** and Key Messages

This section offers strategies and impactful messaging to help you connect with newcomers to Canada and inspire them to explore coaching opportunities. Developed through insights from focus groups with organizations that serve newcomer communities, these approaches ensure your outreach is effective, culturally relevant, and meaningful.

Top Strategies for Engaging Newcomers to Canada

The following list highlights the top ways to reach newcomers to Canada, as identified through valuable insights gathered during focus groups with organizations that support newcomer communities. These strategies are tailored to effectively reach this audience.

1

PARTNER WITH NEWCOMER SUPPORT ORGANIZATIONS

Collaborate with settlement agencies and cultural associations like YMCA, MOSAIC, or local immigrant resource centers.

2

ENGAGE THROUGH SOCIAL MEDIA CAMPAIGNS

Target social platforms like Facebook and Instagram using location-based and multilingual ads tailored to newcomer communities.

3

COLLABORATE WITH ESL PROGRAMS

Work with English as a Second Language (ESL) providers and language training centers to share information about opportunities.

4

UTILIZE LOCAL LIBRARIES AND COMMUNITY CENTERS

Distribute materials or host events at these hubs often visited by newcomers.

5

CONNECT WITH PLACES OF WORSHIP

Build relationships with religious centers such as churches, mosques, and temples to share your message within these trusted networks.

6

LEVERAGE EMPLOYMENT AND SETTLEMENT SERVICES

Partner with organizations like ACCES Employment or Immigrant Services to reach newcomers actively seeking opportunities.

7

PARTICIPATE IN MULTICULTURAL EVENTS AND FESTIVALS

Host booths or sponsor workshops during cultural festivals to connect directly with diverse groups.

8

WORK WITH INFLUENCERS IN NEWCOMER COMMUNITIES

Collaborate with community leaders or influencers who can authentically share your message with their followers.

9

ADVERTISE IN LANGUAGE-SPECIFIC MEDIA

Leverage ethnic newspapers, radio, and television stations, such as OMNI Television or Fairchild Radio, to deliver culturally relevant messages.



Key Messages

The key messages outlined below are designed to help partners effectively communicate with their audiences, whether interacting in person, online, or through other channels. These messages were developed based on research and insights from the focus groups with organizations that work closely with and serve newcomer communities, ensuring they resonate and foster meaningful engagement.

COACHING DRIVES CHANGE

Coaching is a powerful way to positively impact communities, unite diverse groups, and foster individual growth.

CAREER-ADVANCING SKILLS

You already have the skills needed to start coaching—no prior experience is required. Coaching will help you strengthen and refine career-advancing skills like leadership, communication, problem-solving, and collaboration, all while making a positive impact in your community and advancing your professional career.

START YOUR COACHING PATHWAY WITH THE LOCKER

The Locker is your gateway to becoming a coach. This online platform simplifies the process of certification, provides essential tools for success, and tracks your progress every step of the way.

REPRESENTATION MATTERS

Diversity in coaching enriches sport in Canada by bringing unique perspectives and role models to athletes and participants.

MEETING THE NEED FOR COACHES

With 65% of organizations and clubs reporting difficulty finding enough coaches to meet their needs each year (as highlighted in the 2023 Ontario Coaching Report by the Coaches Association of Ontario), there's never been a more important time to step into a coaching role and make a difference.

Call to Action

Explore your pathway to coaching and inspire the next generation of athletes.

Visit <https://www.coach.ca/new-coaching/become-coach> to get started today

Creative **Assets**

Sample Social Media Graphics and Posts

These ready-to-use social media posts are designed to help partners engage their audiences effectively. The posts include visually compelling graphics and carefully crafted messaging that highlights the themes of diversity, inclusion, and the benefits of coaching. Partners can share these posts directly on their channels to amplify the campaign's reach.



POST 1

Inspiration and Call to Action

Every great team starts with a great coach. Coaching is your opportunity to lead, inspire, and create a lasting impact in your community. Ready to make a difference?

Start your coaching pathway today with free eLearning modules:
<https://www.coach.ca/new-coaching/become-coach>

Adjusted to fit the 280-character limit of X platform:

Every great team starts with a great coach. Coaching lets you lead, inspire, and make a lasting impact in your community.

Ready to make a difference? Start your pathway today with eLearning modules:
<https://www.coach.ca/new-coaching/become-coach>

POST 2

The Value of Diversity in Coaching

Representation matters. Coaches from different backgrounds bring fresh perspectives, inspire athletes, and help build stronger, more connected communities. Diversity in coaching is essential to creating inclusive sports environments that reflect the richness of Canada's population.

Begin your coaching pathway today with free eLearning modules:

<https://www.coach.ca/new-coaching/become-coach>

Adjusted to fit the 280-character limit of X platform:

Representation matters. Coaches from diverse backgrounds inspire athletes, bring fresh perspectives, and build stronger communities. Diversity is key to inclusive sports reflecting Canada's richness

Start your pathway:

<https://www.coach.ca/new-coaching/become-coach>



You already have what it takes to make an impact on and off the field.

**You already
have what
it takes.**

Get started with **FREE**
eLearning modules.



POST 3

Personal Growth and Professional Development

Coaching isn't just about giving back—it's about personal and professional growth. Gain leadership, communication, problem-solving, and collaboration skills while making a positive impact in your community.

Start your coaching pathway now with free eLearning modules to get you started:

<https://www.coach.ca/new-coaching/become-coach>

Adjusted to fit the 280-character limit of X platform:

Coaching is about growth—personally and professionally. Build leadership, communication, and problem-solving skills while making an impact in your community.

Start your coaching pathway with free eLearning modules:

<https://www.coach.ca/new-coaching/become-coach>

Ready-to-Use Banners for Email and Web

Promote coaching with professionally designed digital banners, created to be inserted into your website or email marketing campaigns to maximize visibility and engagement.

WEBSITE BANNER

Great **coaches** create great communities.

You already have what it takes to make an impact **on and off the field.**

Get started with **FREE** courses.



EMAIL BANNER

Great **coaches** create great communities.

You already have what it takes to make an impact **on and off the field.**

Get started with **FREE** courses.



Email and Website Section Copy with Recommended Images

Unlike the website and email banners, which are standalone visual elements, this section provides pre-written text paired with recommended images to complement your messaging. These resources are intended to be integrated directly into email newsletters or website sections, offering a more detailed and narrative-driven way to promote coaching across diverse communities in Canada.

TEXT FOR WEBSITE AND EMAILS

Coaching is your opportunity to lead, inspire, and create a lasting impact in your community. As a coach, you can share your unique experiences, build connections, and be a role model for the next generation. It's also a chance to develop valuable skills like leadership, communication, and collaboration that can help advance your career.

No prior experience is needed—just a passion for making a difference. Start your coaching pathway today with free eLearning modules to get you started.



Image Bank for Digital Use

A curated collection of high-quality images to support organizations as they aim to increase the diversity of coaches across the sport system in Canada. This image bank is available for partners to enhance digital platforms, including websites, blogs, and social media posts.



Simplified One-Pager for Distribution

This one-pager introduces coaching to new audiences, and particularly to newcomers to Canada and multi-cultural communities highlighting its key elements in a concise format. Designed for partners to distribute within their networks or post in their organizations, it serves as an accessible resource to raise awareness and inspire participation in building a more inclusive coaching community.

Great Coaches Create Great Communities!
Step into a leadership role that inspires and uplifts your community.

Why Coach?
Coaching is more than a role—it's a way to give back, develop career-advancing skills, and strengthen your community. Whether you're passionate about sports or simply looking for a way to contribute, coaching provides a pathway for personal and professional growth.

You already have what it takes to become a coach—your passion for community and dedication to helping others are all you need to get started!

As a coach, you'll enhance these skills to lead and inspire your community:

- ✓ Leadership
- ✓ Communication
- ✓ Problem-solving
- ✓ Collaboration

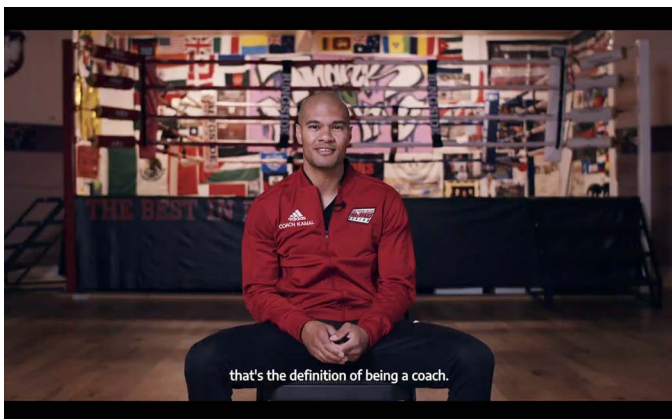
“Sport is the universal language, and all of the other skills you can learn throughout the process. So whether it's boxing or table tennis or cricket, there's a place in coaching for everyone.”
- Miranda, Coach, MJKO Boxing

Steps to Start Your Coaching Pathway:

1. Visit coach.ca/become-a-coach.
2. Follow the "How to Become a Coach" steps.
3. Explore your free introductory eLearning modules.

Coaching Association of Canada
coach.ca coach@coach.ca

coach.ca
Coaching Association of Canada
Association canadienne des entraîneurs



Videos That Inspire Action

These videos showcase the power of coaching, highlighting its impact on individuals and communities. Share them on digital platforms to inspire engagement and participation in the coaching community.

FAQs

Find answers to common questions about coaching, available resources, and how to effectively share these materials. Whether you're a partner promoting coaching or responding to inquiries from prospective coaches, these responses provide the guidance needed to inspire participation and foster understanding.

FAQs for Partners

This section answers questions to help partners understand the initiative, its goals, and how to effectively share it within their networks using the materials provided.

ABOUT THE INITIATIVE

What are these materials for?

The Coaching Association of Canada, is committed to enhancing the diversity, equity and inclusion of new coach participation in the NCCP. As part of this commitment, we have created a series of marketing assets, and event resources to increase representation in coaching by encouraging individuals from diverse backgrounds to pursue coaching roles.

What is the goal of this initiative?

The initiative's goal is to promote inclusion in sports by encouraging newcomers to Canada and individuals from multicultural communities to step into coaching roles, enriching the sport system in Canada with diverse perspectives and experiences.

Who is this initiative for?

This initiative is for individuals from Canada's diverse communities who have an interest in sport and the potential to make a positive impact through coaching, even if they haven't yet considered coaching as a path for themselves.

Why is diversity in coaching important?

Coaches from diverse backgrounds bring fresh perspectives, serve as relatable role models, and help foster inclusive environments that benefit athletes, teams, and communities.

INCLUSION AND IMPACT

How does this initiative support inclusion in sports?

The initiative seeks to remove barriers to entry for newcomers to Canada, providing accessible resources and promoting the value of coaching in creating inclusive sport environments.

What impact does coaching have on communities?

Coaching shapes and inspires the next generation while building stronger communities through leadership, meaningful connections, and support for athletes to grow both in their sport and in life.

FAQs for Newcomer-Focused Conversations

This section provides partners with answers to common questions that newcomers may ask about exploring coaching opportunities.

GETTING STARTED

How can I start my coaching journey?

You can begin by visiting <https://www.coach.ca/new-coaching/become-coach>, where you'll find free eLearning modules and information on coaching pathways.

Do I need prior coaching experience to participate?

No prior coaching experience is required. The initiative is open to everyone, whether you're new to coaching or looking to expand your skills.

RESOURCES AND SUPPORT

What is the locker?

The Locker is an online platform that supports coaches by providing access to eLearning modules, NCCP certification tracking through your coaching transcript, and event registration for in-person and online events and workshops.

Are the resources free?

The Locker provides access to a variety of multi-sport and sport specific coaching modules, including both free and paid options. There are many introductory eLearning modules available free of charge, while more advanced or specialized training may require payment, and may require registration on a separate platform.

Contact Us

For more information please visit

www.coach.ca/new-coaching/become-coach,
or contact coach@coach.ca.

