



# Team Captain Playbook



**SportsWorld.org**  
Encouraging Positive Choices



*"You're not born a Winner;  
You're not born a Loser;  
You're born a **CHOOSER.**"*

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Encouraging Positive Choices

# Team Captain Playbook



## Thank you for volunteering to be a Sports World Team Captain!

You are helping Sports World bring The Message of Hope to children and youth who desperately need to hear it. You are a blessing, and we want you to be blessed in return.

This Playbook will explain how to plan and organize an Outreach. Our goal is to provide you with step-by-step instructions to make your job easy and enjoyable.

The most important thing to remember is that you are not working alone. You

are the Captain of a Team. Your first step is to recruit a few friends who will work with you to plan and facilitate your Outreach.

And ***your*** team is part of ***our*** team. We will be in constant contact with you, helping you throughout the process of planning your Outreach.

***Welcome to the Team!***

*Tim Kirchmer*



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# Step 1: Build Your Team



## 1. Pray.

*“Do not be anxious about anything, but in everything, by prayer and petition, with thanksgiving, present your requests to God” (Philippians 4:6 NIV).*

Prayer is the single most important key to a successful Outreach. Pray earnestly that God will draw children and youth to Himself through this Outreach.

## 2. Find people who will “own” this Outreach to join your Team.

Recruit 3-4 people to help with planning, fundraising, facilitating the assemblies, hosting the Pro (transportation and meals), reviewing comment cards after the assembly, and hosting a Victory Party. You may want to recruit additional volunteers to help with hosting the Pro for meals and transportation.

## 3. Find a church or churches willing to “own” a day.

Involving churches in “owning” a day can maximize the efforts of the church as well as Sports World. “Owning” a day benefits both the Outreach and the church:

- Prayer support
- Follow-up after school assemblies
- Planting seeds in your local community
- Having the Pro speak at participating churches for an evening event

## 4. Partner with local community foundations.

Find foundations in your area that have a heart for youth and may be willing to offer a grant to help fund the Outreach. We have experienced grant writers who can help write the grant application once you provide the information.

## 5. Partner with civic groups.

Most civic groups are community-minded and committed to supporting youth programs. Examples include Kiwanis Club, Lions Club, Rotary, Exchange Clubs, Optimist Clubs, etc.

## 6. Partner with local businesses.

Businesses care about youth in their local communities and are often willing to provide personnel and funding to help with Outreaches.



## Step 2: Team Responsibilities



### 1. Commit to praying earnestly for the Outreach, individually and as a Team.

Faithful prayer is the most important ingredient in a successful Outreach.

### 2. Raise funds.

Like everyone else, Sports World is feeling the effects of our current economy. Price increases and inflation have increased our costs for a 2-3 day Outreach by \$1,000, bringing the total cost to \$11,000.

Work toward the goal of raising \$11,000. Pages 6-7 of this Playbook describe fundraising strategies that have been successful in other Outreaches. Your own ideas are also welcome and encouraged.

If you are unable to raise the full amount (\$11,000), please raise a minimum of \$6,000. Sports World will endeavor to cover the rest of the cost from donations made by our supporters.

### 3. Schedule assemblies.

Communicate with your Regional Manager at Sports World to determine the best way to schedule the dates for your Outreach. See page 8 for more information about scheduling.



### 4. Make local arrangements.

Your team will be hosting the Pro during the Outreach. This is a great opportunity for you to get to know the Pro and learn more about Sports World.

Please make the following arrangements:

- **Hotel**—The Pro will need a hotel reservation, usually for 3 nights. A hotel will often donate or reduce the rate for a room when you share the vision of this Outreach. Please contact us if you are unable to arrange a complimentary or reduced rate hotel reservation or if you would like to consider hosting the Pro at your home.
- **Meals**—Meals are the responsibility of the host/driver. Again, many restaurants will donate meals if pre-arranged.



## Team Responsibilities, *Continued*



- **Transportation**—The Pro will need transportation to and from the airport. Please also arrange a driver for each day to provide transportation to assemblies. You may want to recruit additional volunteers to help as daily drivers and meal hosts.

### 5. Attend and bring supplies to each assembly.

Please make sure that your team is represented at each assembly and that volunteers are present to help with handing out comment cards, pencils, and Pro cards to students. Please be available to help with other tasks as needed.

### 6. Collect and review comment cards.

After each assembly, your team will help to collect and review student comment cards. **Important:** Each team member should be very familiar with the information about comment cards on pages 9-10 and page 23 of this Playbook prior to the Outreach.

### 7. Plan a Youth Event.

We encourage each team to schedule one or two after school or evening events for young people who hear our Pros speak. Participating churches and/or local parachurch groups may be able to help with the event and the

location. This event gives young people another opportunity to interact with the Pro and gives the Pro a chance to share the gospel along with his or her testimony, free from restrictions usually imposed by public schools. The Pro can also hand out copies of Pocket Testaments. Contact your Regional Manager for more information.

### 8. Plan the Victory Party.

The Victory Party is a chance to thank and celebrate sponsors and volunteers for their contributions and to share the impact they have made in the schools. Usually, the best time for the Victory Party is the evening of the last day of the Outreach while the Pro is still in town and can attend. This gives more volunteers a chance to get to know the Pro. It also creates an opportunity to engage more people who may be interested in sponsoring or volunteering for future events.





## Step 3: Fundraising



This section of your Playbook outlines some strategies to help you reach your goal of raising \$11,000 to cover the costs of your Outreach. Please do your best to reach this goal, and remember that we are here to help you in any way that we can.

If you are unable to raise the full amount (\$11,000), please raise at least \$6,000. Sports World will endeavor to cover the rest of the cost from supporter donations.

### Fundraising Strategies

#### 1. Make a personal investment.

Your personal investment demonstrates to your Team and to others that you believe in the value of this Outreach and that you are committed to make it happen.

#### 2. Invite Christian business people in your area to contribute.

Break donations down into manageable amounts so people can participate. Your Outreach is focused on the children of local business employees—likely the future employees of those businesses. Contributing to the Outreach is an investment in their community, their families, and the future of their business. Most importantly, they are helping to diffuse suicides or other mental health issues and encourage youth to make better choices by bringing The Message of Hope found only in Jesus back into schools.

#### 3. Share your vision with local churches.

Churches and/or church groups (e.g., men's or women's groups, youth groups, missionary society, etc.) may be willing to help support your Outreach. The Pro may be available in the evening to speak at participating churches.

#### 4. Meet with local municipalities and board leaders.

Local authorities are concerned about the youth in their communities. Some local offices (e.g., Sheriff, Police) and community organizations may have funds in their budget set aside for alcohol and drug prevention programs.

#### 5. Meet with civic group leaders.

Local civic groups are often looking for speakers and for programs that support their community. We can help you put together a presentation for civic groups, or the Pro may be able to come to your area and speak to local groups. Many civic

## Fundraising, Continued



organizations such as the Kiwanis, Lions, Rotary, Exchange, Optimist Club, etc., are community-minded and committed to supporting youth programs.

### **6. Explore grant options.**

Many business leaders serve on the boards of charitable foundations. Ask your business contacts if they or someone they know is on a foundation board and might be interested in considering a grant to support the mental health and wellness of youth in your community. A personal reference can help you receive a favorable grant application review. Once you provide the information, our staff will be happy to help you prepare a grant application.

### **7. Plan a fundraising event.**

Talk with your Regional Manager about bringing the Pro for a fundraising event. When people have the opportunity to meet the Pro and hear him or her speak, they are often eager to volunteer and/or provide support for the Outreach.

### **8. Consider the Adopt-A-School Program.**

Adopt-A-School creates a personal connection between the contributor and a school. Individuals, businesses, or churches that adopt a school commit to pray for the administrators, faculty, staff, and students in that school and to help support the Outreach. (See pages 19-20 for more information.)

- Eleven businesses donating \$1000 each through the Adopt-A-School program raises \$11,000 for your Outreach.
- Ten churches donating \$250 to \$500 each raises \$2,500 to \$5,000.
- Twenty friends or families donating \$50.00 each raises \$1000.

**Please note that before inviting someone to Adopt-A-School, we need to confirm that we will be able to present a program at that school.**

### **9. More ideas.**

You know your community and the people in it, so feel free to explore your own ideas. Your Regional Manager is always available to listen and help you explore additional fundraising options.

***Sports World is a 501(c)(3) not-for-profit corporation.  
Donations are tax-deductible as approved by the IRS.***



## Step 4: Schedule Your Outreach



### Your Regional Manager is on your team!

**As soon as you have assembled a team, you will need to begin fundraising. You will also need to begin work to schedule your Outreach.**

Outreaches are usually scheduled as 3-day blocks, Tuesday through Thursday. The process of scheduling an Outreach varies depending on your preferences and our history of holding Outreaches in your area.

If we have previously held Outreaches in your area, we may contact you and suggest dates. If Sports World Outreaches are new to your area, you may want to suggest dates. Either way, your Regional Manager will help you succeed in scheduling assemblies for your Outreach. Here are some of the ways we can help:

- If you choose, we can work from your list and send out a mailing to schools, introducing Sports World's program.
- If needed, we will help to coordinate the three days of scheduling and send the schedule to you as it is confirmed.
- We will email flyers to the schools, confirming each assembly.
- As you inform us of sponsor commitments, we will send invoices and notify you as funds are received.
- Please send sponsorship contributions you receive to Sports World at this address: Sports World Inc., 1919 S. Post Rd., Indianapolis, IN 46239.

**To lock in the dates for your Outreach, please send a deposit to Sports World (minimum \$1000.00).**

These are the due dates for the remaining sponsorship amount:

**Fall assemblies: August 30**

**Spring assemblies: January 30.**



## Step 5: Comment Cards



**Student Comment Cards** benefit Sports World's ministry in many ways:

- They enable students to communicate their views and reactions to the Pro's challenges.
- They give students the opportunity to share their thoughts and needs with someone who cares.
- They provide feedback to help the Pro assess the effectiveness of his or her message to the students.
- They give school leadership the opportunity to intervene with students in a crisis situation.
- They encourage and bless everyone involved in the Sports World Outreach.
- Sports World shares selected student comments to encourage teams and supporters.

### ***Important Info about Comment Cards!***

- Comment cards are confidential. Please do not share any of students' personal information.
- Distributing comment cards is optional to the school. Some principals will choose not to use comment cards in their school's assembly.

## **Team Responsibilities**

### **1. Acquire the cards.**

Before the Outreach, the local team will receive enough cards so that every student can fill one out. **Each day, the driver is responsible to bring enough cards for each student at the day's assemblies. Note that the driver should also bring a Pro trading card for each student.**

### **2. Arrange for pens/pencils.**

Check with the Pro to make sure that in the pre-assembly meeting with the school principal, he or she will remind the principal to have each student bring a pen or pencil to the assembly.

### **3. Pass out the cards.**

Help the Pro by ensuring that a card is offered to each student before the assembly begins. The Team Captain should follow the Pro's lead on how to distribute the cards. Handing them out at the door as students enter is usually one of the best methods.

### **4. Collect the cards.**

Help the Pro by ensuring that cards are collected at the end of the assembly. Placing boxes visibly at the exit doors is an effective collection method. The Team Captain should make sure boxes are available.



## Comment Cards, Continued



During his or her talk, the Pro will inform students about the collection process. *During collection, team members could also be distributing the Pro trading cards.*

### 5. Review comment cards.

The Pro and driver should read the cards as soon as possible. If time allows, read the cards while at the school or en-route to the next school. Team members and/or volunteers may be asked to help review cards. Any person who reviews comment cards **must** be familiar with the Alert Word List (see page 23).

### 6. Identify urgent needs.

The law requires that cards indicating urgent or crisis needs (suicide threats; death threats; sexual, physical, or emotional abuse, bullying, etc.) be separated and reported that same

day to school administrators. Usually, these cards are copied, and copies are given to school authorities for intervention in accordance with their policies. All cards referred to school authorities must be initialed by a school faculty member or administrator.

### 7. Return all cards to the Sports World office.

The local team should send all original cards back to the SWM office. Your Team Captain Toolkit will include a postage-paid label for returning all cards and unused materials.

Please include the Pro's name, school name and location, and the date of the assembly in your return package.

Sports World may share especially meaningful comments to encourage the entire team and supporters.

### Ongoing Support for Students

Text  
**Choice**  
to 494949

24/7 access to help  
for concerns or crisis  
situations



Sportsworld Service Report  
Chat Services

November 2021

Choice Chats: 15

\*Meaningful Chats: 10

Unique Clients: 15

Suicide  
Plans  
Diffused

## Step 6: Plan the Victory Party



The Victory Party is an important event for the current Outreach—and for future Outreachs. The Victory Party is a chance for you to say “Thank You” to your Team members and volunteers and to share information about the success of the Outreach. It’s also an opportunity to engage more people to support and/or volunteer for future Outreachs.

Your Team Captain’s Tool Kit includes some supplies to help you plan the Victory Party:

- A set of invitations and envelopes. You just fill in the date, location, time, and RSVP information and mail them out. Contact us if you need additional invitations. (We will also provide a custom Eventbrite link for digital RSVPs.)
- Pledge cards to have available at the party. The best time to begin fundraising for your next Outreach is when you are celebrating the success of the current Outreach.

These helpful documents can be found in the Appendix of this Playbook:

- A Victory Party Planning and Responsibilities Guide (pages 24-25)
- A Victory Party Suggested Agenda (page 26)

Feel free to reach out to us if you have questions or need help planning your Victory Party.





# Team Captain Checklist



*“Devote yourselves to prayer, being watchful and thankful” (Colossians 4:2).*

## 6 MONTHS PRIOR TO THE OUTREACH

- ☐ Assemble an Outreach Team.
- ☐ Communicate with your Regional Manager to set an Outreach date.
- ☐ Create a fundraising plan.
- ☐ Develop a strategy for lining up schools and in what area (city, county, district).
- ☐ \$1000.00 deposit is due. This locks in the date for the Outreach and Pro.

- ☐ **Fall Outreach—Remaining funds due by August 30.**
- ☐ **Spring Outreach—Remaining funds due by January 30.**

## 5 MONTHS PRIOR TO THE OUTREACH

- ☐ Begin lining up schools.

## 4 MONTHS PRIOR TO THE OUTREACH

- ☐ Have at least three assemblies scheduled, including school name, address, phone number, contact person’s name and email address, grades, and student count.
- ☐ Secure a time and venue for at least one evening event where students can gather, meet the Pro, etc.

## 3 MONTHS PRIOR TO THE OUTREACH

- ☐ Have six assemblies lined up.

## 2 MONTHS PRIOR TO THE OUTREACH

- ☐ Confirm scheduled assemblies with your Regional Manager. Sports World will help with scheduling if fewer than six assemblies have been scheduled.
- ☐ Compile your list of potential invitees for the Victory Party.
- ☐ Determine a location for the Victory Party and decide on food. (See more information about the Victory Party on pages 24-26.)

## Checklist, Continued



### 6 WEEKS PRIOR TO THE OUTREACH

- ☐ Have 9-12 assemblies lined up.

#### ***Transportation Arranged***

- ☐ Schedule a driver to pick up the Pro from the airport and return the Pro to the airport.
- ☐ Schedule a driver for each day of the Outreach to transport the Pro to assemblies and host him or her for meals.

#### ***Food and Lodging Arranged***

- ☐ Secure lodging for the Pro each evening during the Outreach. This includes the night the Pro flies into the area for the Outreach and the final night of the Outreach and the Victory Party.
- ☐ Make arrangements to provide lunch and dinner for the Pro each day and evening during the Outreach.

### 30 DAYS PRIOR TO THE OUTREACH

- ☐ Deadline for SWM to purchase travel for the Pro.
- ☐ SWM will send all Outreach materials to the Team Captain and the Pro.
- ☐ Send Victory Party invitations.

### 1 WEEK PRIOR TO THE OUTREACH

- ☐ Confirm lodging, drivers, and meals.
- ☐ Regional Manager, Team Captain, and Pro review all Outreach details, including any changes.
- ☐ Confirm Victory Party location, attendees, food, and agenda with Pro and Regional Manager.





# Appendix



The Appendix contains important information and links to resources that will help you recruit volunteers, raise funds, and schedule assemblies.

Several documents you will need are included in your Tool Kit. Sample copies of some of those documents are also included in this Appendix for easy reference.



# Promotional Materials



These materials will help you introduce Sports World's programs to school personnel. They will also help you recruit volunteers and financial sponsors.

- Sports World Mission and Vision Statements
- Comments from school personnel about Sports World assemblies
- Sports World videos
  - Promotional videos explain more about Sports World: Who we are and what we do.
  - Pro intro videos: These newly-developed videos showcase our Pro Speakers. They are designed to introduce the Pros at school assemblies and help students get excited about meeting the Pro and hearing him or her speak.
  - Testimonial videos can be shared with civic groups and/or businesses. These videos are personal testimonies from volunteers who have been impacted by participating in Sports World Outreaches.

Videos and all other materials in your Tool Kit can be downloaded from this page on our website:

<https://www.sportsworld.org/get-involved/team-captain-tool-kit/>

If you need help accessing videos or other content on our website, please contact your Regional Manager.





# Sports World Mission & Vision

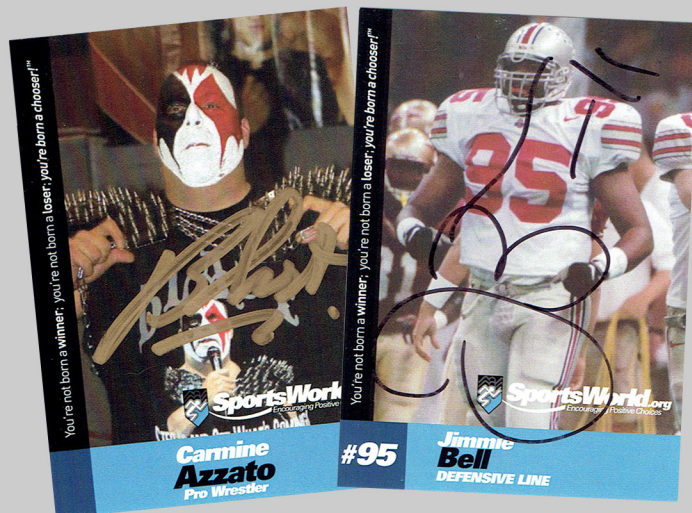
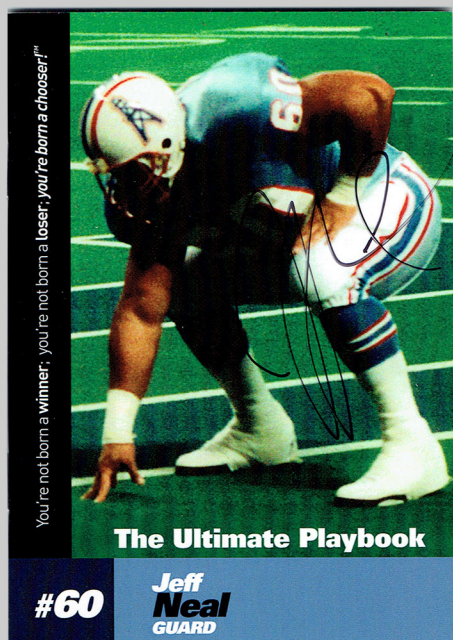


## Mission Statement

Sports World is sending former professional athletes to share personal life experiences with students, helping them to recognize the consequences of their choices while challenging them with The Message of Hope.

## Vision Statement

The vision of Sports World Ministries, Inc. is to have a presence on every available school campus, encouraging and challenging students through The Message of Hope while remaining fiscally sound and continuously seeking to improve our effectiveness and efficiency in all areas. Sports World is a seed-planting ministry and always seeks to pass the baton to local groups for discipleship and Christian mentoring.



# ***School Leaders***

## ***Respond to Sports World Assemblies***

- “Kids who sometimes struggle connecting connected with Mr. Azzato.”  
—*Dave Ennis, Principal, Westwood Elementary*
- “Mr. Azzato addressed the students on making the right choices. We loved how Mr. Azzato came to our school as a student and connected with the students on his story about helping someone who was bullied. Everything was just right.”  
—*Tracy Jordan, Parent Coordinator, Brooklyn Middle School 88*
- “Rushia connected with the students! She delivered a clear message to them that resulted in great discussions throughout the day! She left her mark!”  
—*Kathi Schmalz, Principal, Magnolia High School*
- “I appreciated Steve Grant telling his truth and interacting with students.”  
—*S. McCloud, Middle School Teacher, Cypress Run Education Center*
- “Her skills with the basketball really kept the students engaged. Her theme was to strive to do your best and try to reach your goals. She involved the students.”  
—*Matt Hasselbring, Teacher, River Valley Middle School*
- “He told his real life story—how he had it all, and lost it all. It was great. He had the students’ interest the whole time.”  
—*Rita Hesseling, Principal, Holy Ghost—Immaculate Conception School*
- “Tom’s message could not have been better! He was relevant, authentic, and articulate. He immediately captured the attention of all 450 students (and the many staff members who attended the program). This convocation on the afternoon of March 31st [2022] was truly a life-changing event for students at Bremen High School!”  
—*Bruce Jennings, Principal, Bremen High School*
- “His theme was the importance of focusing on your goals in life and persevering through difficult times. I appreciated his connection with the students—because he connected, his message resonated with our students.”  
—*Betty Wendt, Principal, Hinton High School*
- “Students respected the message of overcoming obstacles—very relatable. He spoke about the impact of both positive and negative choices/consequences. The speaker’s story was very engaging and relatable to our students. They enjoyed the speaker’s candor and experience.”  
—*Larry West, Acting Principal, Paden City High School*
- “Think before you act or make decisions. Do things the right way. I appreciated him saying he did the right thing and proved doubters wrong.”  
—*Jason Booher, Principal, Pikeville High School*





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February 8, 2016

RE: Motivational Speakers, School Assemblies, and Religious Expression

Dear School Administrator:

Liberty Counsel is an international legal, media, and policy organization with an emphasis on First Amendment issues, including the intersection of free speech, religious liberty, and public education. Liberty Counsel frequently provides representation to individuals, organizations, and public school districts regarding these issues. The purpose of this memo is to provide guidance on the constitutionality of school assemblies and motivational speakers. In short, it is permissible for public school districts to invite motivational speakers who may share elements of their life story, even if that person's life story may contain a discussion of that person's religious experiences or beliefs.

There is much disinformation about what the Establishment Clause actually requires regarding religious expression in the public schools. While public school districts may not host an assembly for the purpose of endorsing a religious message, a school district cannot and should not categorically ban outside speakers, simply because an individual speaker holds a religious belief, or may discuss facets of his or her life story, which may include an appropriate discussion of that speaker's personal faith. Were a school district to do so, this would actually violate the First Amendment Free Speech and Establishment Clauses, because the school would be restricting speech based on the viewpoint of the message, and would be showing hostility toward religion.

Liberty Counsel has reviewed the practices of Sports World, Inc., an organization providing motivational speakers for school assemblies, who all hold sincere religious beliefs in their private capacities, but who are also well-versed in what the Establishment Clause is said to require for public school speaking engagements. Sports World sends professional athletes to schools to share personal life experiences with students, helping them to consider healthy life choices, while challenging them with a message of hope. Sports World seeks to help students see the value of making positive choices in their lives, and that is the focus of its message during public school assemblies, which focus around the message that one is "not born a Winner..." or "a Loser..." but "born a CHOOSER." Sports World does not proselytize religious belief or engage in religious worship.

While school officials may not mandate or organize prayer at school sponsored events, or select speakers for such events in a manner that favors religious speech such as prayer, schools may select speakers on the basis of genuinely neutral, evenhanded criteria,

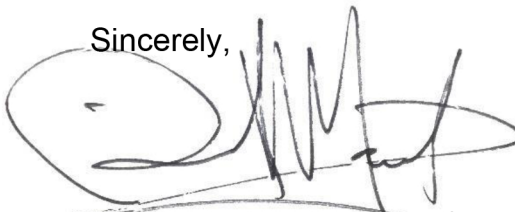
such as excellence in sports, or a positive message designed for youth. Although schools may retain primary control over the content of the expression, that expression is not attributable to the school and therefore may not be restricted because of its religious content. Outside speakers all have a personal life story, and while they may share aspects of their *personal* life stories with young people, they may do so without violating the Establishment Clause.

Sports World speakers are not invited by a school district for the purpose of endorsing religion; to the extent personal faith may be mentioned, it would always be within the context of the speaker's *individual* life story, and how that faith *personally* impacted the speaker. This is permissible, as "there is a crucial difference between government speech endorsing religion, which the Establishment Clause forbids, and private speech endorsing religion, which the Free Speech and Free Exercise Clauses protect." *Bd. of Educ. v. Mergens*, 496 U.S. 226, 250 (1990) (O'Connor, J.). Supreme Court precedent "establishes that private religious speech, far from being a First Amendment orphan, is as fully protected under the Free Speech Clause as secular private expression." *Capitol Square, supra*, at 760; *see also Widmar v. Vincent*, 454 U.S. 263, 269 (1981). The public schools themselves may certainly teach objectively *about* religion and its importance in the lives of historical figures, or even contemporary sports professionals, and what the schools may do directly, they may do indirectly, through outside speakers, assuming faith is mentioned at all.

Liberty Counsel recommends that to the extent school districts invite outside motivational speakers, they should avoid a regular pattern of only inviting those speakers who present a Christian viewpoint. It is not difficult to engage throughout the year a variety of outside speakers sharing diverse perspectives and life stories. In addition, school districts should certainly not disinvite a speaker *because* that speaker holds a Christian viewpoint, or censor or end a presentation the moment a speaker shares an aspect of his life story, simply because that aspect may be religious in nature.

Liberty Counsel is available at no charge to discuss a school district's current practices regarding all religious or Establishment Clause issues – from Christmas and holidays, to student expression and graduation prayer. We are available as well to review current or past motivational speakers and their messages, to ensure the school district is in compliance with the law.

Should you have questions about any of the positions contained in this memo, or wish to discuss Liberty Counsel's experience in these matters, please contact Liberty Counsel at 407-875-1776 or [Liberty@lc.org](mailto:Liberty@lc.org).

Sincerely,  
  
Richard L. Mast, Jr., Esq.<sup>†</sup>

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<sup>†</sup>Licensed in Virginia  
RLM/ajr



# Fundraising



## Adopt-A-School

The Adopt-A-School program began in 2013 in Cedar Rapids, Iowa, as the Team Captain was trying to recruit sponsors. One prominent local businessman was very interested, but the most he would commit to was being a driver.

After attending one of the assemblies, he was so impressed with the impact on the youth that he caught the vision! He wanted to get more businesses and organizations involved. He and the Team came up with the idea of bringing a Sports World Pro to their community to speak—not to youth, but to potential sponsors.

The Team learned that what worked best was hosting a gathering of local business, civic, and organizational leaders. These included clubs (e.g., the Lions and Rotary Clubs), businesses and corporations, churches, and groups with vested interest in the community's youth (e.g., local law enforcement).

The Team Captain spoke first, sharing his experience with Sports World and his vision for how Sports World could impact their community. Then he introduced the Sports World Pro to share his message and challenge for young people. Both the Team Captain and the Pro answered questions, then asked those attending to commit to sponsoring a school.

The Adopt-A-School program can be an effective fundraising plan that develops synergy between Sports World, community leaders, and local schools to benefit students. Participating organizations receive a Certificate of Recognition and a receipt for donations.

***Sports World is a 501(c)(3) not-for-profit corporation.  
Donations are tax-deductible as allowed by the IRS.***

These Adopt-A-School forms can be found on the following pages:

- Adopt-A-School Form (Copies are also included in your Tool Kit.)
- Adopt-A-School Certificate of Recognition (Sample—Sports World will send a framed certificate after funds are received.)

# ADOPT-A-SCHOOL

## *Encourage Positive Choices in Your Community*

"You inspire me not to do drugs and  
not to do bad choices."

—6th grade student—Ohio

"His message could not have been better. He  
was relevant, authentic, and articulate. He  
immediately captured the attention of all 450  
students. This was truly a life-changing event  
for students."

—Bruce, Principal of Bremen High School



You can change the lives of students in your community by investing in local schools. As a Sports World partner, you can plant a seed of hope in an entire student body. This is an opportunity for you to have an active part in encouraging, empowering, and equipping youth in your community for a better future by encouraging positive choices. You can choose the school you want to help, or Sports World can choose one for you.

### Our children are in crisis:

- 1 out of every 3 American children and teens experience persistent sadness or hopelessness.
- In the last year, nearly 90,000 adolescents were taken to emergency rooms for mental health-related issues, including intentional self-harm.
- On average, 8 American children and teens commit suicide every day.

### Sponsor Benefits:

- Sports World Pro Speaker encourages youth in your school with the message, "You were born a chooser."
- Your organization's personnel are invited to attend the presentation at your adopted school.
- Your organization will be recognized by the Pro Speaker.

### ADOPT-A-SCHOOL—Partnership Form

- ☐ **Yes!** I want to Adopt-A-School. *(Please select your sponsorship amount in the right-hand column.)*
- ☐ I'm interested, but I'd like more information. Please call me.
- ☐ I do not want to Adopt-A-School, but please accept my contribution of \$\_\_\_\_\_.

### Please select your sponsorship amount:

- ☐ \$500 — One (1) school
- ☐ \$1,000 — Two (2) schools
- ☐ \$1,500 — Three (3) schools.

School you would like to adopt (if known): \_\_\_\_\_

School Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Phone: \_\_\_\_\_

☐ Check enclosed      Please charge my (select one): ☐ VISA   ☐ MASTERCARD   ☐ DISCOVER

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Sponsor's Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_



*"You're not born a Winner;  
You're not born a Loser;  
You're born a **CHOOSER!**"*

**Please mail the Partnership Form, along with your payment to:**  
Sports World, Inc., 1919 S. Post Rd., Indianapolis, IN 46239

Fax: 317-862-7334  
Call: 800-832-6546





# CERTIFICATE

\_\_\_\_ OF APPRECIATION \_\_\_\_

THIS CERTIFICATE IS PROUDLY PRESENTED TO

\_\_\_\_\_  
For your valuable support of the children and youth in your community  
and for helping to bring Hope to the students at  
\_\_\_\_\_

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE

# Comment Cards



Comment Cards give youth the opportunity to respond to the Pro Speaker's message, commit to making positive choices, and share their thoughts and dreams with people who care about them. Students can also reveal their needs, enabling school personnel to intervene in crisis situations.

**All volunteers who help with reading comment cards must be familiar with the Alert Word List below.** Copies of the Alert Word List are available in your Tool Kit.

Any cards containing these words must be initialed by a school faculty member or administrator, and a copy of the card must be given to the school.



## **ALERT WORD LIST**

*Students at risk of being in danger from themselves or others or may harm others.*

***Each Comment Card with an Alert Word must be initialed by a School Administrator or Faculty Member.***

- **Abuse / Abused / Abusive • Anorexia • Anxiety • Aspergers / Autism / Autistic**
- **Bite • Bleed • Bulimia • Bullied / Bully / Bullying • Burn**
- **Cut / Cutting • Dead / Die • Gun • Harass / Harassed**
- **Hit • Hurt / Hurting • Kick • Kill**
- **Murder • Punch / Pills • Rape / Raped • Self Harm • Starve**
- **Suicidal / Suicide / Suiciding • Violence**





# Planning & Responsibilities



## OVERVIEW

We recommend that every Outreach Team have a Victory Party on the Thursday evening of the Outreach week as a closing event for the Outreach. The Party will help build awareness, raise additional funds, and provide an opportunity for others to become involved with Sports World Ministries locally.

## PURPOSE

The purpose of the Victory Party is to show how students' lives have been impacted and transformed through the Outreach and to show our gratitude to those who have made the Outreach possible through volunteering their time or making financial contributions. The Victory Party is a key event to help broaden the awareness and volunteer base of SWM in local communities. The Victory Party should benefit the local Team through developing additional resources (donations and volunteers), building unity in the community to reach the students, and building community awareness of the pressures students are facing.

## THE FIRST STEP

The Team Captain and the Team should commit themselves to prayer, individually and as a Team. Prayer is the most important step from the beginning and throughout the entire Outreach.

## DATE AND LOCATION

- ☐ Confirm your Victory Party location with your Regional Manager. The Victory Party can be at your home or another location.
- ☐ Confirm the date with your Regional Manager if not being held on the Thursday evening of the Outreach week.

## INVITATIONS and INVITEES

- ☐ Your Toolkit includes custom-designed invitations and envelopes. You will need to add the date, time, location, and phone number for guests to RSVP. Contact us if you need additional invitations.
- ☐ Sports World will provide you with a private, custom Eventbrite link to be sent electronically to invitees so they can respond electronically to the Victory Party invitation.
- ☐ Pledge cards and envelopes are also included in your Toolkit. These should be displayed during the Victory Party event.
- ☐ Compile a list of potential invitees. This list should include friends, relatives, business associates and current SWM Outreach Team members who could give a gift of \$100 or more. Local and State politicians, pastors, and law enforcement should be primary invitees, among others. ***Please include Team members regardless of their perceived giving level; we never say "no" to anyone.***

## **VICTORY PARTY—Planning & Responsibilities, *Continued***

### **VICTORY PARTY DETAILS**

- ☐ Ask another couple or members of your team to assist you in organizing the event.
- ☐ Decide on food, whether it be an appetizer/dessert event, BBQ/cookout, or sit-down meal. This should be determined by the type of location where you will be holding your event. Backyard BBQs, banquet-style dinners, or appetizer-dessert settings have all worked well for Victory Parties.
- ☐ Speak with local restaurants to see if they will donate appetizers or food. In-kind donation receipts can be provided for donated items.
- ☐ Finalize the list of invitees and send invitations with a minimum goal of 12 individuals attending. (Couples are ideal.)
- ☐ If meeting in a banquet-style setting, secure a sound system for the banquet room.

### **THE WEEK BEFORE THE VICTORY PARTY**

- ☐ Call people on your invitation list and confirm the final number of guests.
- ☐ Monitor the Eventbrite RSVP list.
- ☐ Call catering, if necessary, with final guest numbers.
- ☐ Call the banquet hall, if necessary, with final guest numbers.
- ☐ Finalize the Agenda with the Pro and the Regional Manager. (See Victory Party Suggested Agenda on page 26.)

### **THE DAY OF THE VICTORY PARTY**

- ☐ One hour before the party, go over the Agenda with the Pro and SWM Staff.
- ☐ Be present and ready to greet guests, along with the SWM Pro and Staff, 30 minutes before the event is scheduled to begin.

### **FOLLOWING THE VICTORY PARTY**

- ☐ Send Thank-You cards to all who attended. Thank-You cards will be provided by Sports World Ministries if needed.
- ☐ Over the next 30 days, follow up on pledges from the Victory Party event.
- ☐ All pledge money should be collected within 60 days and sent to Sports World Ministries at 1919 S. Post Rd., Indianapolis, IN 46239.

***Thank you for being a  
Sports World Team Captain!***





# Victory Party

## Suggested Agenda

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### Welcome/Prayer & Pro Introduction

*Local Sports World Ministries Host • 3 minutes*

### Meal

*20 minutes*

### Promotional Video

*Sports World Ministries Regional Manager • 7 minutes*

### Assembly Segment

*Sports World Ministries PRO • 7 minutes*

### Behind the Scenes of Sports World Ministries

*Sports World Ministries Regional Manager • 10 minutes*

### Why We Do What We Do

*Sports World Ministries PRO • 10 minutes*

### Closing

*Local Sports World Ministries Host • 10 minutes*

**You're not born a Winner;  
You're not born a Loser;  
You're born a *CHOOSER*.**

**Sports World, Inc.  
1919 S. Post Rd.  
Indianapolis, IN 46239**

800-832-6546 | [sportsworld.org](http://sportsworld.org) | [info@sportsworld.org](mailto:info@sportsworld.org)

# Donation Pledge Cards



Your Tool Kit includes several Donation Pledge Cards and envelopes. Please have these available at your Victory Party and make your guests aware of them.

Remember, the best time to begin raising funds for your **next** Outreach is while you are celebrating the success of your current Outreach!

**DONATION PLEDGE CARD**

☐ **Yes! I want to give!**

\$30	<input type="checkbox"/> one-time	<input type="checkbox"/> monthly/recurring
\$50	<input type="checkbox"/> one-time	<input type="checkbox"/> monthly/recurring
\$75	<input type="checkbox"/> one-time	<input type="checkbox"/> monthly/recurring
\$100	<input type="checkbox"/> one-time	<input type="checkbox"/> monthly/recurring
Other	<input type="checkbox"/> one-time	<input type="checkbox"/> monthly/recurring

Amount \_\_\_\_\_

☐ Please send me information regarding tax-saving giving options.

☐ I'm very interested, but I'd like additional information. Please contact me.

 **SportsWorld.org**  
Encouraging Positive Choices

Include your card info below or give online by visiting **SportsWorld.org/give** or texting **EMPOWER** to **707070**.

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

Please use the attached envelope to mail this Donation Form, along with your check (if applicable) to

Sports World, Inc.  
1919 S. Post Rd., Indianapolis, IN 46239  
Phone: 800-832-6546

If you need additional Pledge Cards or other supplies,  
contact your Regional Manager.



# Outreach Completion



## Congratulations!

You have concluded a wonderfully successful Outreach that will have lasting impact on the lives of children and young people in your community and on the volunteers and sponsors who participated.

Just a few remaining items need to be wrapped up.

- The Pro is responsible to give Evaluation Forms to school personnel. If school personnel mention these to you, please encourage them to complete the Evaluation Form and return it to us in the postage-paid envelope.
- Please complete the Team Captain Evaluation Form included in your Tool Kit and use the postage-paid envelope to return it to us. A sample copy of this Evaluation Form is included on the next page.
- Please use the pre-paid shipping label you received to send back all unused materials and supplies. Please add a note stating the Pro's name, school names and locations, and the dates of the assemblies in your return package.

# *Thank You!*

**Thank you for your commitment to the  
children and youth of your community  
and for working with Sports World  
to share The Message of Hope.**

## Team Captain Evaluation Report

As part of Sports World's on-going evaluation process, we would appreciate your honest feedback on our outreach program. Please fill out this form and mail it back to the Sports World office in the provided envelope. You can also fax it to us at (317) 662-2001. Thank you.

Your Name: \_\_\_\_\_

Pro: \_\_\_\_\_

Outreach Date & Location: \_\_\_\_\_

Regional Manager: \_\_\_\_\_

1. Please rate the pro's performance in the school assembly programs:

a. How effective was the pro's presentation on his faith in Jesus Christ?

poor outstanding

1 2 3 4 5

i. How effective was the pro's message in encouraging a believer?

1 2 3 4 5

ii. How effective was the pro's message in challenging an unbeliever?

1 2 3 4 5

b. How effective was the pro's presentation on choices (drugs, alcohol, etc.)?

1 2 3 4 5

c. Were the student comment cards used to engage the students in the assembly?

Yes No

2. Were there any instances where the pro was not permitted to share his faith?

Yes No

If yes, please explain:

3. Please rate the PRO on the following criteria:

a. Dress and appearance

1 2 3 4 5

b. Timeliness and professionalism

1 2 3 4 5

c. Ministry mindset

1 2 3 4 5

4. Please rate your REGIONAL MANAGER on the following criteria:

a. Availability and accessibility

1 2 3 4 5

b. Communication

1 2 3 4 5

c. Ministry mindset

1 2 3 4 5

5. Did your Regional Manager clearly explain your responsibilities as Team Captain?

Yes No

If no, please explain:

6. How would you rate the job performance of your OUTREACH ASSOCIATE?

1 2 3 4 5

Comments:

7. Based on this outreach experience, how likely are you to:

not likely very likely

a. Invite this pro back to your area for another outreach?

1 2 3 4 5

b. Volunteer as a Team Captain again?

1 2 3 4 5





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[www.SportsWorld.org](http://www.SportsWorld.org)

