

Parent Session: CAMPAIGN

PRESEASON

- Parents sign a social contract before the season
- AD parent meeting
- AD meetings with parents listen to adults

HANDOUTS/PRODUCTS

- Print fliers that highlight the positive outcomes of their great parent behaviors
- MHSAA makes a How To book and sends it to schools
- Make a poster on Canva
- Pamphlet in the program “How to be a good Supporter”
- Posters outside the games MHSAA and school
- Send flyer home
- Put something in parent packets at preseason team meetings

VIDEO/AUDIO

- Make a video with expectations
- Have SAC make TikTok about parent DOs.
- Make a video and share it- athletes and adults/researchers
- Videos featuring students
- Video: how kids want parent behavior, how it affects the mindset of the kids – post to Facebook
- 2-3 minute max
- Play before games or at parent meetings

TICKETS

- When buying tickets, add a required checkbox that they have to accept terms of good sportsmanship rules
- Flyers at ticket booths

TRADITIONAL MEDIA

- Newspaper ads: rules of conduct
- Radio ad campaign- how to be a supporter

SOCIAL MEDIA

- On Facebook, make a T-chart with DOs and DON'Ts
- Create a Facebook group, because that's where parents are; use it to send messages to parents
- Create a Facebook group that shares positive sportsmanship stories.
- Social media; school page
- Facebook (meet them where they are at)
- Instagram reels- demonstrations
- Post on social media

EMAIL

- Send an email to schools regarding this session, which then can be forwarded to parents
- Blast emails and PA announcements
- Include in the normal weekly email to parents: how to act at games; just add it once at the beginning of the season
- Send an email: we took students to the summit, in one session that talked about parent sportsmanship; this is what they said

ANNOUNCEMENTS

- Announcing before games- do's don'ts; etiquette
- PA before games – have students read it

OTHER

- Use stats: Take bullet points from this session, turn it into a survey, and turn it into a chart.
- Post info on the school website: students across Michigan have met and want you to know these are the expectations
- Make it not boring