



INTERCOLLEGIATE COACH ASSOCIATION COALITION

URGENT ACTION NEEDED!

#SaveOurSports

On April 28th the NCAA could issue a waiver that would allow colleges and conferences to waive the minimum number of sports needed to maintain Division I football. It is a direct threat to our sport and we need YOUR help to tell the NCAA to **#SaveOurSports!**

To help our campaign, we are asking for your help brief video testimonials from you – America’s coaches, student-athletes, fans, and parents! Please describe, in your own words, the impact your program has had, and urge the NCAA to table discussion of cutting these programs. Tell them to SAVE OUR SPORTS!

What we need from you:

- With your phone, shoot a 10-60 second video speaking freely about the issue
- Post your video to social media. **Tag @NCAA** and use the hashtag **#SaveOurSports**
- Email your video to etomas@counterpointstrategies.com, subject line: **NCAA Testimony** to be featured in our coalition’s communications. By sending this video to us you agree to allow us to use your video in our efforts
- [Sign the petition.](#)

This is a CRITICAL time to save the future of the sports we love. Below are talking points to help guide your own thinking as you tweet and post videos, but we encourage you to speak from the heart based on your own viewpoint and experience.

Suggested Talking Points: ATHLETES

- If the NCAA decides to allow schools to cut Olympic sports like mine it constitutes an all-out attack on America’s student athletes when we need NCAA’s support the most.
- NCAA shouldn’t allow schools to scapegoat sports like mine and my friends in sports like volleyball, fencing, soccer, baseball and tennis, to allow more money for remaining sports, like football.
- The dedication, drive and commitment to excellence is given on the field by our team every day. Why won’t the NCAA return this commitment to their students and allow for collaboration and partnership with our coaches instead of cutting us entirely?
- Playing my sport in college has been a lifelong dream. We know there are budget shortfalls because of the virus, but surely there is a better way to find ways to make up for this money other than just deciding to cut us?
- Our sports fosters community and a life-long love for our colleges and universities, generating alumni involvement, endowment and charitable giving. We need to help grow these contributions now more than ever. The @NCAA should avoid a shortsighted decision.

Suggested Talking Points: COACHES

- Cutting sports would be a devastating blow to students, their families, coaches and fans but also do little long-term solution to budget shortfalls
- Last year over 141,000 Olympic sport student athletes generated \$3.6 billion in tuition and fees
- There are nearly 200,000 Division I student-athletes and as we know, most of them go pro in something other than sports. In fact, many of those currently working in the health care industry are doing so because of the opportunities provided by intercollegiate athletics.
- We are all in this together, and we are ready, eager, and willing to partner with the NCAA to find creative solutions for the challenges to come
- We believe in the NCAA and share its mission, and we understand the revenue generating sports help achieve that mission. We know that in this uncertain time we must reckon with financial reality. But we also believe that with creativity and collaborative effort we can identify the structural changes needed to preserve opportunities for students, support our collective educational mission, and build a stronger NCAA as we emerge from the COVID-19 pandemic.

