



Champions of Character Introduction

The vision of the National Association of Intercollegiate Athletics (NAIA) Champions of Character® program is to change the culture of sport. Its mission is to provide training to instill the values that build character so students, coaches and parents know, do and value the right thing on and off the field.

Research shows that the longer a student spends in sports, their social reasoning – sacrificing for the good of the team – rises.

The Champions of Character® program helps participants find the balance by keeping the NAIA Five Core Values – integrity, respect, responsibility, sportsmanship, and servant leadership – at the heart of the athletics experience.

Students learn to understand how the values play out in both practice and competition. Coaches are taught how to intentionally define, model, shape and reinforce the values through their coaching and mentoring. Parents learn how their behavior is key to supporting their athletes.

For more than a decade, Champions of Character has been making a difference in developing athletes, coaches and parents of character.

The NAIA is committed to advancing character-driven athletics.

The Purpose

The Champions of Character program was designed to help those influenced by sports programs to know the right thing, do the right thing, and value the right thing inside of and outside of the sports setting. Champions of Character messages are intended for all who are involved in a student's sports experience – from administrators who run the organization to the parents and fans in the stands.

Teaming Up for Character™ activities are an integral part of every NAIA Championship annually impacting more than 30,000 youth across the country annually.

The NAIA Five Core Values

- **INTEGRITY** – Know and do what is right
- **RESPECT** – Treating others the way you want to be treated
- **RESPONSIBILITY** – Embrace opportunities to contribute
- **SPORTSMANSHIP** – Bring your best to all competition
- **SERVANT LEADERSHIP** – Serve the common good

Teaming Up for Character™

Teaming Up for Character events and NAIA Championships are designed to promote the Five Core Values of integrity, respect, responsibility, sportsmanship and servant leadership to local youth in your community. NAIA student-athletes will interact with elementary school, middle school or youth organizations through school visits or sport clinics to deliver the Champions of Character® message.

Length of Event

The length of the Teaming Up for Character event should be kept under two hours, with a goal of completing the actual event in 90 minutes. The TUFC event will be held prior to championship play beginning, so it is important to keep this event at a reasonable length to get teams back to their hotels.

Teaming Up For Character Sample Agenda

- 9:00 a.m. – Arrival of NAIA Student-Athletes for review of responsibilities.
- 9:30 a.m. – Team/Student-Athlete and event attendee introductions
- 9:45 a.m. – Champions of Character® Presentation
- 10:00 a.m. – Activity
- 10:30 a.m. – Closing Remarks review of Five Core Values
- 10:45 a.m. – Autograph Session with student-athletes and event attendees