



NATIONAL GIRLS &
WOMEN IN SPORTS DAY
PLAY FAIR, PLAY IX



EVENT ACTION KIT

2018

YOUR GUIDE TO PLANNING A SUCCESSFUL EVENT

NATIONAL GIRLS & WOMEN IN SPORTS DAY 2018

PLAY FAIR, PLAY IX

February 7, 2018 marks the 32nd Annual National Girls & Women in Sports Day (NGWSD). NGWSD is a day to celebrate the extraordinary achievements in girls' and women's sports and the positive influence athletic participation brings to their lives. NGWSD recognizes the ongoing effort towards equality and access for women in sports and the nation's commitment to expand sport and participation opportunities for all girls and future generations.

This year's theme is **Play Fair, Play IX**. In just 37 words, Title IX ensures that students receive educational opportunities free from discrimination based on sex. It's a short and simple law, but it has truly changed the game for girls and women in sports. Although Title IX has expanded opportunities for female athletes, many schools across the country still don't provide equal opportunities for girls to participate in sports. The NGWSD Coalition knows that educating the public about the power of this legislation is critical to its enforcement, so we encourage you to learn more about our work and the Title IX resources we provide. The more you understand Title IX and the rights it protects, the better you'll be able to ensure that everyone in your community has the same chance to benefit from playing sports.

In 2018, we are celebrating the importance of fair play, building awareness about Title IX and working together toward its promise of equal opportunity in sports. We hope **you will honor NGWSD in your community and Play Fair, Play IX!**

PLEASE BE SURE TO VISIT NGWSD.ORG TO REGISTER YOUR EVENT!

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HISTORY

National Girls & Women in Sports Day (NGWSD) began in 1987 as a special day in our nation's capital to recognize women's sports. The day united premiere organizations and elite female athletes to bring national attention to the promise of girls and women in sports.

In 1987, NGWSD also served as a remembrance of Olympic volleyball player, Flo Hyman, for her athletic achievements and dedication to promoting equality for women's sports; Hyman died of Marfan's Syndrome in 1986. NGWSD has since evolved into an event to acknowledge the accomplishments of female athletes, the positive influence of sports participation and the continuing struggle for equality for women in sports.

NGWSD is celebrated annually across all 50 states with community-based events, award ceremonies and other celebratory activities. NGWSD is organized by the members of the National Girls & Women in Sports Day Coalition. Champion women athletes have also contributed to annual NGWSD activities.



HOW YOU CAN CELEBRATE NGWSD

There are many different ways for your organization to be a part of National Girls & Women in Sports Day. This list contains ideas both big and small to provide inspiration for your NGWSD planning:



SPORTS CLINIC

Host a sports clinic for local girls in basketball, track and field and martial arts. You may light a spark in a girl to embrace physical activity or pursue a new athletic interest!



AWARDS CEREMONY

Honor the accomplishments of female athletes and coaches in your community at an NGWSD awards ceremony. Invite school administrators, legislators and community leaders to help spotlight the incredible achievements of local girls and women in sports.



DEDICATE AN EVENT

Dedicate a women's athletic event to NGWSD to raise awareness of gender equity issues and the relevance of Title IX. Encourage attendees to bring a girl to the game or event to meet some great role models in the female competitors.



BREAKFAST OF CHAMPIONS

Host a Breakfast of Champions reception honoring female athletes.



LEADERSHIP CONFERENCE

Hold a leadership conference for female athletes and coaches to discuss issues and challenges surrounding women and girls' participation in sports, as well as measures that will improve access, provide opportunities and further gender equity.



VOLLEYBALL TOURNAMENT

Hold a Mother/Daughter Volleyball tournament for fun and fitness



COLLEGE ATHLETE VISITS

Arrange for college athletes to visit middle schools to discuss the life of a successful female in collegiate sports



WALL OF HONOR

Construct a "Wall of Honor" with sports photos and memorabilia from the past showcasing the athletic achievements of girls and women.

HOW YOU CAN CELEBRATE NGWSD (cont.)



FIELD DAY

Visit local at-risk youth organizations and encourage participants to become involved in sports. Plan a field day for them to celebrate NGWSD.



ESSAY CONTEST

Hold an essay contest to give young women a chance share their stories about the impact that athletic participation has had on their lives. Submissions this year could focus on a coach or mentor who is leading the way for them in sports.



WRITE TO CONGRESS

Use your voice! Contact your representatives in Congress and encourage others to do the same. Ask them to continue supporting girls and women in sports and Title IX.



NON-TRADITIONAL SPORTS

Host an event focusing on non-traditional sports for girls and women such as pole vaulting and weight lifting.



GET A PROCLAMATION

Petition your governor or mayor to sign a resolution to honor NGWSD.
(Find a sample on Page 10.)



MOVIE PARTY

Throw a movie party focusing on girls and women in sports. Suggested movie titles include “A League of Their Own (PG),” “Love and Basketball (PG-13),” “The Mighty Macs (G),” “Bend it Like Beckham (PG-13),” “Little Giants (PG),” “Gracie (PG-13),” and “Blue Crush (PG-13).”



BOOK CLUB

Bring NGWSD to your book club. Some suggested book titles include: “Let Me Play: The Story of Title IX: the Law that Changed the Future of Girls in America,” “The Off Season,” “Beacon Street Girls,” “Girl Power: Young Women Speak Out,” “Girlwise,” and “A Place on the Team: The Triumph & Tragedy of Title IX.”



RUN A RACE

Host a special athletic event like a 5K walk or a 10K run. Invite recognized female athletes. Ask your local parks and recreation department to be a part of the planning.

REGISTER YOUR EVENT

Reporting your NGWSD event, no matter how big or small, is important to our organizations as well as our potential sponsors. To register and stay connected to the NGWSD coalition, visit www.NGWSD.org.

GET THE WORD OUT!

PROMOTION IDEAS



Social Media

Leverage your presence on social media sites like Twitter, Facebook and Instagram to build interest in your event. Post photos of local female athletes, share information about fitness activities for girls, announce the NGWSD activities you have planned. Create a Facebook event and invite past participants, community members, school administrators, and organizations that support women and girls. Be sure to use and promote #NGWSD to connect with NGWSD events happening across the country.



Media Alert

A media alert is a simple, one-page fact sheet that informs the media about an upcoming event. Prepare one as soon as you have the basic information on your event. You do not have to wait until you have confirmed every participant in your event. Ideally, you should get the media alert out three to four weeks before your event. *(See page 8 for a sample media alert.)*



Press Releases

The information in your media alert should also appear in a press release, but in a different form. The press release should be in the same format as a newspaper article and should be about one page double-spaced in length. The first paragraph should include the basic “who, what, when, where, and why.” The following is an example of a well-written lead paragraph: Girls between the ages of 6 and 12 will get a chance to try the Eastside YWCA after-school sports programs on February 7. The free open house, which will run from 3 p.m. to 6 p.m., is being held in honor of National Girls and Women in Sports Day.

Press releases should go out about two weeks before your event. This gives editors and producers enough time to plan a story, but not too much time to forget or lose the information.

(See page 9 for a sample press release.)



Public Service Announcements

Radio and television stations will sometime air public service announcements (PSAs) for free. This is a great way for you to increase the media coverage of your event. Remember, you are getting the air time for free, so you won't get any guarantees of when it will air or how often.

PROMOTION IDEAS (cont.)



Radio

Call the station and ask for the name of its public affairs or community affairs director. Write this person a brief letter about your event and enclose your media alert. Follow up with a telephone call. The station may request a prerecorded tape, or it may have one of its own announcers record it. The station may even be willing to write the copy for you. Keep in mind that the PSA should last approximately 30 seconds. Stick to the essentials, “who, what, when, where, and why.”



Television

If you would like to pursue this idea, you might try a local college that offers television production classes. Local cable public access stations may also be able to help. Contact the public affairs director of the television station.



Posters and Flyers

Posters and flyers are great ways to publicize your event in your community. Here is a list of options for developing a poster or flyer:

- Use the NGWSD Coalition posters provided at the end of this kit.
 - There is a two-sided 8.5” x 11” poster on pages 15-16.
 - Or, there is two-sided 8.5” x 14” poster on pages 17-18 where there’s space for you to add in your own event information, like time and place!
- Ask a local artist to design a poster.
- Ask local printers if they will donate printing costs.
- Hold a contest for schoolchildren and have the children hang them throughout the community.



Follow-up

Sending out media alerts and press releases isn’t enough to guarantee coverage. It’s up to you to call the people on your list, starting with those who will help you reach the most people in your primary audience. Verify that they received the information, suggest several story ideas, and confirm whether someone from their organization will attend the event.



Media Services at the Event

Keep in mind when planning the event that journalists may attend. You may want to reserve some seats in front for the media. Clear an aisle so that a photographer can get a clear view from the back of the room. Have extra copies of all the materials you sent out. When the media arrive, ask if they are on deadline. They might have to get a story back to their paper or television station by a specified time-maybe even before the event ends. They may need to have first priority on interviewing participants so they can get the story in on time.

SAMPLE MEDIA ALERT

[YOUR ORGANIZATION'S NAME] WILL HOLD AWARDS DINNER TO HONOR FEMALE ATHLETES National Girls & Women in Sports Day

WHAT: The [your organization's name] women's sports awards dinner will honor female athletes of all ages on National Girls and Women in Sports Day. More than 200 people are expected to attend this celebration, which benefits the [your organization's name]. The event is one of more than 1,000 events taking place in honor of National Girls & Women in Sports Day, as declared by Congress. Awards at this event will be presented in 15 categories, including outstanding high school athlete, outstanding college athlete, comeback player of the year, and rookie of the year.

WHO: Mary Smith, Local University Women's Basketball Coach, will be the keynote speaker. Other notables who are expected to attend include:

- Mayor Ellen Clark
- Professional golfer Edith Ames
- Softball All-American Mary Davidson
- Local TV personality Nancy Brown

WHY: To recognize the achievements of girls and women in sports and to encourage all females of [Local town] to participate in sports and fitness activities.

WHEN: [TIME, DATE]

WHERE: Local Hotel Ballroom, 1515 Main Street, Local town.

TICKET INFORMATION: Tickets are \$35 each or \$350 for a table for 10. They can be purchased at the front desk of the [your organization's name] clubhouse until [DATE] and will also be available at the door.

FOR MORE INFORMATION: Contact Ann Jones at 555-1234

**FOR IMMEDIATE RELEASE
CONTACT: NAME
PHONE NUMBER**

**[YOUR ORGANIZATION'S NAME] AWARDS DINNER
TO HONOR FEMALE ATHLETES
National Girls & Women in Sports Day**

CITY, STATE (DATE) – [Your organization's name] will hold its 26th annual women's sports awards dinner [list your event] on National Girls & Women in Sports Day, [DATE], at [time]. Awards will be presented to 15 outstanding women athletes from [Local town] at the dinner, which will take place at [location and address].

The [your organization's name] awards dinner is one of more than 1,000 events taking place across the country for National Girls & Women in Sports Day. Congress has proclaimed this national day each year since 1987. The Day is devoted to recognizing the progress of girls and women in sports, and the benefits that sports and fitness activities can bring to the lives of all girls and women. The Day is organized nationally by the NGWSD Coalition; to learn more, visit www.NGWSD.org.

Over 200 people are expected to attend the dinner. "We're very pleased by the early response for tickets," noted [your name] President Ann Jones. "The dinner has been a very special event on the sports calendar." Mary Smith, women's basketball coach at Local U., will be the keynote speaker.

A 10-person committee made up of representatives from high school, college, club sports, and youth-serving groups will select the award winners. Categories for the awards include outstanding high school and college athletes, outstanding master's athlete, comeback player of the year, and rookie of the year.

Tickets for the event are \$35 each. For more information on this event, please call 555-1234. Proceeds from this event will benefit the [your organization's name].

###

SAMPLE NGWSD RESOLUTION

RESOLUTION 20XX

National Girls & Women in Sports Day

WHEREAS, The NGWSD Coalition joins together to celebrate National Girls & Women in Sports Day in Washington, D.C. and communities across the nation;

and WHEREAS, this day exists to acknowledge the past and recognize current sports achievements, the positive influence of sports participation, and the continuing struggle for equality and access for women in sports;

and WHEREAS, National Girls and Women in Sports Day began in 1987 as a day to remember Olympic volleyball player, Flo Hyman, for her athletic achievements and her commitment to ensure equality for women's sports;

and WHEREAS, the history of girls and women in sports is rich and long, yet there has been little national recognition of the significance of girls and women's athletic achievements;

and WHEREAS, girls' and women's athletics, at all levels, is one of the most effective avenues available through which girls and women in the United States may develop self-discipline, initiative, confidence, and leadership skills regardless of background;

and WHEREAS, the bonds built between girls and women through athletics help to break down the social barriers of racism and prejudice, and the communication and cooperation skills learned play a key role in the athlete's contributions at home, at work and to society;

and WHEREAS, a need for increased opportunities exists for girls to participate in and pursue physical activity at the community and scholastic level to increase their health and well-being on a daily basis so that they are able to develop lifelong fitness habits at an early age;

THEREFORE, I, (Dignitary(ies) Name(s)), (Government Title) do hereby proclaim

[DATE]

AS

NATIONAL GIRLS & WOMEN IN SPORTS DAY

in the United States of America, and call upon the citizens of the nation to recognize the important role athletics play in the development of young women throughout the country. Given, under my hand at the Great Seal of this nation, (date)

Signed (Name and Title)

TITLE IX

On June 23, 1972, Congress enacted Title IX of the Educational Amendments of 1972. It states, in part, that: “No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance.”ⁱ

Title IX applies to any educational program or activity that receives any federal funding. This applies to the majority of schools in this country, elementary through university level. If educational institutions are found to be in violation of Title IX, they risk losing their federal funding. The Office for Civil Rights (OCR) of the Department of Education is the primary government office that enforces Title IX.

According to the specific regulations of Title IX, each school or entity that receives federal funding must have a designated Title IX coordinator to oversee compliance efforts and investigate any complaints that are filed. This individual’s contact information must be made known to all students and employees of the institution or organization. Do you know who your Title IX coordinator is?

Consider having event participants write to their Members of Congress and ask them to keep supporting girls and women in sports and Title IX.

Facts & Stats:

- Women in colleges represent 53% of students, however, they still receive only 43.5% of the participation opportunities at NCAA schools.ⁱⁱ
- Girls receive approximately 1.2 million fewer opportunities than boys in high school athletics.ⁱⁱⁱ
- Only 43.4% of coaches of women’s intercollegiate teams and 2% of men’s inter-collegiate teams were female. In 1972, more than 90% of women’s teams were coached by women.^{iv}
- Women hold only 22.3% of NCAA athletic director positions, and 11.3% of women’s athletic programs have no females anywhere in the athletic administrative structure.^v
- While the opportunities for girls to participate in sports have increased since the passage of Title IX, girls of color still lack opportunities. In fact, youth sports are racially diverse, but girls of color are much more likely than their male counterparts to be non-athletes.^{vi}
- Girls at heavily minority high schools receive: 39% of the opportunities to play sports as girls at heavily white schools; 67% of the opportunities to play sports as boys at heavily minority schools; and only 32% of the opportunities to play sports as boys at heavily white schools.^{vii}

Additional Resources:

- **Women’s Sports Foundation report:** Her Life Depends on It III: Sport, Physical Activity, and the Health and Well-Being of American Girls and Women
- **National Women’s Law Center report:** Finishing Last: Girls of Color and School Sports Opportunities.
- **Women’s Sports Foundation resource:** Play Fair: A Title IX Playbook for Victory.
- **Women’s Sports Foundation report: Beyond X’s and O’s:** Gender Bias and Coaches of Women’s College Sports.

i Title 20 U.S.C. Sections 1681-1688

ii NCAA, Sports Sponsorship and Participation Rates Report 1981-82 – 2015-16 (2016).

iii NFHS, 2015-16 High School Athletics Participation Survey Conducted by the National Federation of State High School Associations (2016).

iv Acosta, R.V. & Carpenter, L.J., Women in Intercollegiate Sport A Longitudinal, National Study Thirty-Seven Year Update. Unpublished manuscript, Brooklyn College, 2014.

v Ibid.

vi Sabo, D. and Veliz, P. (2008). Go Out and Play: Youth Sports in America. East Meadow, NY: Women’s Sports Foundation

vii NWLC, Finishing Last: Girls of color and school sports opportunities (2015).

SUPPORTING ORGANIZATIONS

The National Girls & Women in Sports Day Coalition is responsible for organizing the national day. The Coalition combines the experience and resources of premiere girls- and women-serving organizations in the United States.

WOMEN'S SPORTS FOUNDATION

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Phone: 800-227-3988

Website: www.womenssportsfoundation.org

E-mail: info@womenssportsfoundation.org

The Women's Sports Foundation — the leading authority on the participation of women and girls in sports — is dedicated to creating leaders by ensuring girls access to sports. Founded by Billie Jean King in 1974, our work shapes public attitude about women's sports and athletes, builds capacities for organizations that get girls active, ensures equal opportunities for girls and women, and supports physically and emotionally healthy lifestyles. The Women's Sports Foundation has relationships with more than 1,000 of the world's elite female athletes and is recognized globally for its leadership, vision, expertise and influence.



NATIONAL WOMEN'S LAW CENTER

Phone: 202-588-5180

Website: www.nwlc.org

E-mail: info@nwlc.org

The Center has worked for more than 40 years to protect and promote equality and opportunity for women and families. We champion policies and laws that help women and girls achieve their potential at every stage of their lives — at school, at work, at home, and in retirement. Our staff are committed advocates who take on the toughest challenges, especially for the most vulnerable women.

SUPPORTING ORGANIZATIONS (cont.)



PRESIDENT'S COUNCIL ON FITNESS, SPORTS AND NUTRITION

Phone: 240-276-9567

Website: www.fitness.gov

E-mail: fitness@hhs.gov

The President's Council on Fitness, Sports & Nutrition educates, engages and empowers all Americans to adopt a healthy lifestyle that includes regular physical activity and good nutrition. The President's Council is comprised of up to 25 volunteer citizens including athletes, chefs, physicians, fitness and nutrition professionals, and physical educators who are appointed by the President and serve in an advisory capacity through the Secretary of Health and Human Services. Through partnerships with the public, private, and non-profit sectors, the Council promotes programs and initiatives that motivate people of all ages, backgrounds, and abilities to lead active, healthy lives.

girls inc.

Inspiring all girls
to be strong,
smart, and bold

GIRLS INCORPORATED

Phone: 317-634-7546

Website: www.girlsinc.org

E-mail: communications@girlsinc.org

Girls Inc. inspires all girls to be strong, smart, and bold, providing more than 140,000 girls across the U.S. and Canada with life-changing experiences and solutions to the unique challenges girls face. The Girls Inc. Experience consists of *people*, an *environment*, and *programming* that, together, empower girls to succeed. Trained staff and volunteers build lasting, mentoring relationships in girls-only spaces that are physically and emotionally safe and where girls find a sisterhood of support with shared drive, mutual respect, and high expectations. Hands-on, research-based programs provide girls with the skills and knowledge to set goals, overcome obstacles, and improve academic performance. Informed by girls and their families, Girls Inc. also works with policymakers to advocate for legislation and initiatives that increase opportunities for girls. At Girls Inc., girls grow up healthy, educated, and independent.

NGWSD LOGO



NATIONAL GIRLS & WOMEN IN SPORTS DAY **PLAY FAIR, PLAY IX**

NGWSD COLORS



Pantone 288 C

C- 100
M- 88
Y- 27
K- 19

R- 0
G- 45
B- 115

Hex - 002D73



Pantone Warm Red C

C- 0
M- 87
Y- 80
K- 0

R- 255
G- 67
B- 56

Hex - FF4338



Pantone 284 C

C- 54
M- 22
Y- 0
K- 0

R- 109
G- 171
B- 228

Hex - 6DABE4



Pantone 376 C

C- 55
M- 3
Y- 100
K- 0

R- 130
G- 188
B- 0

Hex - 82BC00



Pantone 2587 C

C- 58
M- 83
Y- 0
K- 0

R- 133
G- 71
B- 173

Hex - 8547AD



NATIONAL GIRLS &
WOMEN IN SPORTS DAY
PLAY FAIR, PLAY IX

FEBRUARY 7, 2018

With local celebrations throughout the year in all 50 states.



USE THE HASHTAG #NGWSD TO JOIN THE CELEBRATION ONLINE

**WOMEN'S
SPORTS
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**girls
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WWW.NGWSD.ORG



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#NGWSD

@WomensSportsFdn

@FitnessGov

@girls_inc

@nwlc



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@nwlc

**WOMEN'S
SPORTS
FOUNDATION**



**NATIONAL GIRLS &
WOMEN IN SPORTS DAY
PLAY FAIR, PLAY IX
RECOGNIZE**

**girls
inc.**

Inspiring all girls
to be strong,
smart, and bold

For Participation in a National Girls and Women in Sports Day Celebration

Date