

# National Fastpitch Coaches Association



MARK YOUR  
CALENDAR!

#NFCADay

**Coaches are the lifeline of our sport.**  
**On April 18th, help us celebrate softball coaches around the country.**

**What:** NFCA Day. We invite you to celebrate NFCA Day on your field, campus, and in your community. Join NFCA member coaches around the country as we build the coaching profession and move our sport onward and upward!

**When:** April 18, 2020 | Rain Date: April 19, 2020

**Where:** Home or Away, near or far. Use your platform to recognize coaches in your community.

**Why:** This day will be used to celebrate and raise awareness for the softball coaching profession, the NFCA, and your school's softball coach. The softball community will join together to show appreciation for the coaches in our sport across all divisions.

*Head to [NFCA.org/nfca-day](https://www.nfca.org/nfca-day) for more information, tips on marketing, sample videos, and custom graphics.*

## ABOUT THE NFCA

**THE NATIONAL FASTPITCH COACHES ASSOCIATION IS A NON-PROFIT ORGANIZATION DEDICATED TO HELPING COACHES STRIVE FOR EXCELLENCE.**

Established in 1983, the National Fastpitch Coaches Association (NFCA) is the professional growth organization for fastpitch softball coaches from all competitive levels of play - with over 5,800 members including coaches, umpires, clubs, businesses and fans of fastpitch softball.

Education, events, awards, and creating change are the pillars of the organization, highlighted by our annual National Convention, regional Coaches Clinics, in-person seminars, All-America teams, Leadoff Classics and summer student-athlete camps. Member coaches are also recognized for their on and off-the field contributions, while their student-athletes are honored for their academic and athletic accolades.

In addition to all of the above, education remains our top priority. Featuring a grassroots Coaching Tools package, the NFCA also disseminates podcasts, webinars, a mentoring program, publications, legal counsel and accurate and credible information surrounding the sport.



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## #NFCADay PROMOTION

### Social Media

Leverage your presence on social media sites like Facebook, Instagram, Twitter, LinkedIn, and Snapchat. Post photos of your coaches, share information about their coaching journey, and encourage others to do the same. Create a Facebook event for your game day and invite other coaches and school administrators to attend the game to celebrate the coaching profession.

*Be sure to use and promote #NFCADay and tag @NFCOrg.*

### Honor Your Coaching Journey

Whether it's by recognizing those who blazed the trail before you, encouraged you along the way, or continue to be motivation in your life - use #NFCADay to shout out their accomplishments and thank them for their efforts. Support staff, don't be afraid to do the same for the coach at the helm of your program.

### Get Your Student-Athletes Involved

This day is for coaches but student-athletes can get involved too. Use the day as a platform to thank your coaches. Let everyone know what your coach means to you. Marketing and Information offices are encouraged to create videos, posts, and appreciation stories about their coaches. Use the quote "Best. Coach. Ever." to ignite this celebration movement.

### Gear Up!

Using NFCA logos, sport custom NFCA gear on April 18th during practice, warm-ups, or on game day to show your appreciation for softball coaches everywhere! Download our logos at [NFCA.org/nfca-day](https://www.nfca.org/nfca-day) and customize your own apparel, temporary tattoos, eye black, helmet stickers, wristbands, patches for your uniform, banners, a field stencil, or any other marketing materials using your own team colors.

**Need examples? Visit [NFCA.org/nfca-day](https://www.nfca.org/nfca-day) !**

## HOW TO CELEBRATE - QUICK HIT IDEAS

### HOME TEAM

- Make a video montage of your softball athletes thanking their coach and use the phrase "Best. Coach. Ever."
- Coaches, post and share "what the NFCA means to you."
- Download the NFCA logo to create and wear custom apparel.
- Gift an NFCA membership to your assistant/colleague/competitor for 50% off on NFCA Day for first-time members.
- Media offices, do a feature on your softball coach's journey.
- Pre-game ceremony - recognize the opposing coach and their contributions to the sport of softball.
- Use the NFCA logo to create custom field stencils, helmet decals, and more!
- Use the NFCA script to during your game to share in the celebration or make your own and include fun trivia about your coaching staff.
- Post an "NFCA Day" sign during your game.
- Invite coaches from all levels to attend your game - use the NFCA membership flyer to gift those coaches 50% off a new membership for first-time members.

### VISITING TEAM

- Make a video montage of your softball athletes thanking their coach and use the phrase "Best. Coach. Ever."
- Coaches, post and share "what the NFCA means to you."
- Download the NFCA logo to create and wear custom apparel.
- Gift an NFCA membership to your assistant/colleague/competitor for 50% off on NFCA Day.
- Media offices, do a feature on your softball coach's journey.
- Invite coaching colleagues in the area to attend the game.