

NATIONAL YOUTH SPORTS WEEK

OCTOBER 6-11, 2025

**A PLANNING GUIDE FOR YOUR
NATIONAL YOUTH SPORTS WEEK EVENTS
Led by NATIONAL COUNCIL OF YOUTH SPORTS**

NCYS
National Council of 
YOUTH SPORTS



CELEBRATE. PROTECT. GROW.





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WELCOME LETTER

A Movement. Not Just a Moment

Dear Friends,

Youth sports are not just games. They serve as a gateway to health, belonging, safety, and opportunity. National Youth Sports Week (NYSW) 2025 is more than a celebration. It's a call to action. It's for everyone who believes that every young person deserves access to the lifelong benefits of sport. This year, we're joining forces behind one bold, measurable mission that aligns with the U.S. Department of Health & Human Services' Healthy People 2030 goal:

Reach 63% youth sports participation by 2030.

We need you. Join the movement and your organization will:

- **Get featured** in our Pathway to 63% Report to U.S. Dept of HHS
- **Amplifies your impact** with free content, social media spotlights, and toolkits
- **Increases recruitment** by engaging new families through fun, low-lift activities
- **Earn national recognition** with digital badges
- **Builds community trust** by aligning your work with safety, inclusion, and equity
- **Connect nationally** to brands like U.S. Soccer Foundation and Project Play

Your participation directly contributes to our national impact report to HHS. Whether you host a jersey day, train new coaches, or secure a proclamation, you're helping to shape the future.

Let's celebrate. Let's protect. Let's grow together.

With appreciation,



Wayne B. Moss, *Executive Director*
National Council of Youth Sports (NCYS)



PURPOSE & 2025 GOALS

The Power of 63

PURPOSE

NYSW exists to:

- **Promote youth sports** participation everywhere
- **Equip coaches, leagues, and families** with tools for safety and success
- **Celebrate the changemakers** who keep athletes in the game

This week is a coordinated push toward national alignment, shared outcomes, and long-term growth.

2025 BIG HAIRY AUDACIOUS GOALS (BHAG)

The number 63 isn't random. It's our North Star. The U.S. Department of Health & Human Services has set a national goal of **63% youth sports participation by 2030** through their Healthy People 2030 initiative. Currently, only 50.7% of youth participate in sports. We're bridging that gap, one activation at a time.

Every NYSW activity directly supports this 63% mission:

The 63 Campaign Targets: 63M minutes • 6,300 coaches • 6,300 plans • 630 proclamations

CATEGORY	2025 GOALS	DRIVES 63% BY ...
Participation	63M minutes	Higher participation rates
Coach Development	6,300 trained	Better coaches retain more athletes
Safety Preparedness	6,300 EAPs downloaded	Safer sports = more youth engaged
Policy & Advocacy	630 downloaded proclamations	Expanding program access

These numbers are bold. But they're rooted in real impact. They reflect what's possible when local programs unite behind a shared mission to reach that critical 63% participation threshold.

QUICK START OVERVIEW

QUICK START GUIDE

Short on time? Here's your fast path to impact and national recognition:

3 Easy Ways to Show Up

1. **Pick ONE activation theme** from the list on pages 6-11
2. **Choose your level:** Bronze, Silver, or Gold
3. **Post a photo or tag your action** using #NYSW + theme hashtag



Wall of Commitment

Join organizations across the country showing public support. Click [here](#) to be included. *Publicly show your commitment to the 63% goal.*

Earn National Recognition

Submit verification at: verify@ncys.org.

Acceptable Proof Includes:

- For coach training verification:
 - Email confirmation or roster
 - Example: "I confirm [Organization] trained [number] coaches during NYSW 2025."
- For EAP verification:
 - EAP photo or email confirmation
 - Example: "I confirm [Organization] implemented a customized EAP."



Track & Showcase Impact

Reporting & Metrics: [Appendix 1 \(page 16\)](#)

Impact Seals: [Appendix 2 \(page 17\)](#)

Access both: <https://ncys.org/advocacy/national-youth-sports-week-nysw/resources/>

HOW TO PARTICIPATE

Choose Your Path: One Day or All Week

NYSW is flexible by design. Participate your way. Only two dates are fixed:

- **October 6** – National Coaches Day
- **October 11** – International Day of the Girl

Everything else is flexible. Activate one day or all six days. Choose your activities. Your participation helps us reach our 63% goal.

3 EASY STEPS TO GET INVOLVED:

- 1 Pick a Theme**
Choose from six goal-aligned, focused areas.
- 2 Use the Toolkit**
We've done the prep work. Grab ready-made social posts from any activation.
- 3 Share & Amplify**
Use #NYSW and the theme's hashtag to amplify your work.

SOCIAL POSTING MADE SIMPLE

Pre-written posts include icons for instant recognition:

EMOJI	TYPE	DESCRIPTION
	Action	Urgent calls to engage
	Celebration	Recognition and gratitude
	Stat Alert	Sharing impactful data
	Tip	Educating your audience

Copy, paste, and post!

(All posts include #NYSW + activation hashtags)

ACTIVATION THEMES

6 Themes. 1 Goal. 63% by 2030.

Your Impact: Every theme fuels our national 63% goal. Choose one or all:

ICON	THEME	FOCUS	DRIVES 63% BY ...
🧡	National Coaches Day	Celebrating leaders	Retaining coaches
💚	Coach Ready	Training mentors	Retaining athletes
❤️	Safety First	Protect all stakeholders	Safe sports = parent confidence
💙	Jersey Pride	Creating belonging	Long-term engagement
💜	Proclamation Push	Elevating visibility + funding	Expanding access
🌸	Day of the Girl	Close gender gaps	Growing girls' participation



🧡 NATIONAL COACHES DAY

Shaping Futures. Celebrating Leaders.

Monday, October 6, 2025

Behind every athlete who never gave up is a coach who never gave up on them. This day is your chance to thank them, inspire new leaders, and show what great coaching looks like.

HOW TO ACTIVATE

- 🥉 **Bronze** – Post a coach photo and say thank you
- 🥈 **Silver** – Share a tribute or coach story
- 🥇 **Gold** – Host a community recognition event

SAMPLE SOCIAL POSTS

Choose a post type below. Copy and paste to your social media!

🎉 Celebration

COACH SPOTLIGHT: [Name] doesn't just teach the game. They teach life, heart, and purpose. 🏆 Join us in thanking ALL coaches who pour into our youth! 📌 Tag a coach who changed YOUR or your child's life + share why they matter! #NYSW #NationalCoachesDay



📊 Stat Alert

75% of youth athletes say their coach is one of their most important role models. That's not just a statistic. That's a life changed. Who's the coach that shaped YOUR life? Tag them below! #NYSW #NationalCoachesDay

🔔 Action

Your coach's impact lasted way longer than the season. ⚽🏀🏈 Take 30 seconds to shout them out today! Post a photo, tag them, and use #NationalCoachesDay. Let's make their day! #NYSW

COACH READY

Equip Leaders. Protect Athletes. Reach 63%.

Every trained coach is a step closer to 63% participation. Great coaches aren't born. They're developed. This week, we equip leaders to create safe and inclusive spaces where every athlete feels a sense of belonging. Let's train at least 6,300 coaches.

HOW TO ACTIVATE

-  **Bronze** – Review the free CrashCourse concussion video [here](#).
-  **Silver** – Enroll in a one-hour online Coach-Mentor Training™ [here](#).
-  **Gold** – Train 30+ coaches in a free 1.5 virtual Coach-Mentor Training™.
For more information, contact ahumphrey@ussoccerfoundation.org

SAMPLE SOCIAL POSTS

Choose a post type below. Copy and paste to your social media!

Celebration

Today, we invested in tomorrow's champions.  Our coaches just completed training because every parent deserves peace of mind. How does your program show families you prioritize their child's wellbeing? Share below! #NYSW #CoachReady

Stat Alert

Heartbreaking reality: Only 1 in 3 youth coaches are trained in something other than Xs and Os.  But here's the hope: YOU can change that with one training session. One safer space. One more reason for youth to keep playing. [Start today](#) #NYSW #CoachReady

Action

Every trained coach = one more reason youth say YES to youth sports.  Ready to be the coach who keeps young people in the game? Take the free training now → [here](#)
Your future athletes are counting on you. #NYSW #CoachReady

EARN YOUR IMPACT SEAL!

Train 30+ coaches and unlock your Coach-Ready Verified seal.

Note: All training programs count toward the 6,300-coach goal and this seal.

For non-CMT™ workshops, send an email confirming the course title and the number of participants to verify@ncys.org.

♥ JERSEY PRIDE

**Wear Your Colors. Share Your Legacy.
Build Belonging.**

That jersey isn't just fabric. It's an identity, a source of pride, and proof that you belonged somewhere. Let's wear it loud. Celebrate belonging with jerseys, vintage photos, and shared stories.

HOW TO ACTIVATE

- 🥉 **Bronze** – Post a jersey photo or throwback pic with #JerseyPride
- 🥈 **Silver** – Host a Jersey Day at your office, league, or school
- 🥇 **Gold** – Organize a jersey swap, auction, or photo event in your community

SAMPLE SOCIAL POSTS

Choose a post type below. Copy and paste to your social media!

🎉 Celebration

This jersey changed everything for me. 🏆 It taught me I belonged somewhere. That I mattered. That I could be part of something bigger. What did YOUR jersey teach you? Share yours below. #NYSW #JerseyPride

📊 Stat Alert

65% of Fortune's Most Powerful Women played competitive sports. 💪 That jersey you wore, it was training for leadership. It was training for leadership. Post your throwback today and tag a teammate! #NYSW #JerseyPride

🔔 Action

It's #JerseyPride! Rock your colors. Snap a pic. 📸 Tag your team. Keep the legacy alive! #NYSW #JerseyPride



♥ SAFETY FIRST

Prevent the Preventable.

Safety isn't optional. It's foundational. Let your athletes play fearlessly, and parents cheer confidently. Equip your team with Emergency Action Plans and lifesaving knowledge.

This year, NCYS has partnered with GoRescue to award seven (7) ZOLL AED 3 units, each with AED training, to youth sports organizations without an AED during National Youth Sports Week. Complete your application [here](#) to position your organization for this lifesaving equipment.

HOW TO ACTIVATE

- 🥉 **Bronze** – Pledge to commit by downloading an EAP template
- 🥈 **Silver** – Customize and review your EAP
- 🥇 **Gold** – Run a drill and share safety actions, videos, or photos



SAMPLE SOCIAL POSTS

Choose a post type below. Copy and paste to your social media!

🎉 Celebration

WE'RE READY. ♥ Our Emergency Action Plan is complete, and our families have peace of mind because the best game is a safe game. What safety win are you celebrating today? #NYSW #SafetyFirst

📊 Stat Alert

8 million youth athletes seek medical attention every year. 8 MILLION. ♥ But here's hope. Most are preventable. Your EAP isn't just paperwork. It's your promise to every parent that their child comes first. Download yours → [here](#) #NYSW #SafetyFirst

🔔 Action

Every second counts in an emergency. ⌚ Take the Safety Pledge today: Download your EAP and you'll promise every parent their child is protected. Because champions are made safely → [here](#) #NYSW #SafetyFirst

🏆 Earn Your Seal!

Customize your EAP to earn your Safety-First Verified Seal. Submit verification at: verify@ncys.org. Acceptable proof:

- Photo of EAP
- Email confirmation
 - Example: "I confirm [Organization] implemented a customized EAP."

♥ PROCLAMATION PUSH

Make It Official. Make It Matter. Make it Last.

Local proclamations do more than make headlines. They drive funding, visibility, and long-term support for youth sports, showing the world that you're serious about reaching 63%.

HOW TO ACTIVATE

- 🥉 **Bronze** – Download NCYS's sample proclamation
- 🥈 **Silver** – Submit a custom request to local officials
- 🥇 **Gold** – Host a proclamation ceremony with elected leaders

SAMPLE SOCIAL POSTS

Choose a post type below. Copy and paste to your social media!

🎉 Celebration

IT'S OFFICIAL! ♥ [City Name] has declared Oct. 6-11 National Youth Sports Week! When local leaders say youth sports matter, communities thrive. Thank you [Official's Name] for believing in [Organization's name] and our youth! Who else should we thank for supporting youth sports? #NYSW #ProclamationPush



📊 Stat Alert

Every \$1 invested in youth sports saves \$3 in future healthcare costs. 💰 That's not just smart policy, that's smart investment in our community's future. Proclamations unlock funding and show commitment. Your community deserves this investment. #NYSW #ProclamationPush

🔔 Action

Your mayor needs to hear this: Youth sports save lives AND money. 🔔 Haven't submitted your proclamation request yet? Download our sample letter and proclamation template and make it official → [here](#). Your community is counting on you. #NYSW #ProclamationPush



INTERNATIONAL DAY OF THE GIRL

Equip Her. Watch Her Rise. Close the Gap.

Saturday, October 11, 2025

She's not just the future, she's the present. Girls in sport become women in leadership. Join us in breaking down barriers and building futures that reach 63% participation.

HOW TO ACTIVATE

- Bronze** – Share a story using #SheCanPlay
- Silver** – Host a girls-only “Try a Sport” event
- Gold** – Launch a girls' sports program or scholarship

SAMPLE SOCIAL POSTS

Choose a post type below. Copy and paste to your social media!



Celebration

Girls who play lead stronger. This #InternationalDayofTheGirl, we're celebrating the girls who refuse to be sidelined. Tag a girl athlete who inspires you and tell her why she matters! #NYSW #SheCanPlay

Stat Alert

65% of Fortune's Most Powerful Women played sports. 🙌 That girl on your team? She's training to run the world. But first, she needs a chance to play. How are you opening doors for her? #NYSW #InternationalDayofTheGirl #SheCanPlay

Action

Every girl deserves her shot. 📅 We're hosting a girls-only event this week! Create the space where she discovers her strength, finds her voice, and changes her future. Who's ready to make it happen? #NYSW #InternationalDayofTheGirl #SheCanPlay

PROCLAMATION REQUEST SAMPLE LETTER

[Your Organization Letterhead]

[Date]

Honorable [Official's Name]

[Title]

[City/County Office Address]

Dear [Mayor/Commissioner/Executive Name],

Your leadership can turn the tide for youth in our community. On behalf of **[Organization Name]**, I respectfully request your support in proclaiming October 6–11, 2025, as National Youth Sports Week in **[City/County]**. This isn't just ceremonial. It's a tangible opportunity to protect youth, strengthen public health, and show our city leads where it counts.

Why This Matters Now

- **National Health Crisis:** Only 50.7% of U.S. youth participate in sports, far below the federal *Healthy People 2030* goal of 63.3%.
- **Proven Impact:** Every \$1 invested in youth sports returns \$3 in reduced medical costs and productivity losses (*American Journal of Preventive Medicine*).

Your Proclamation's Local Impact

For Our Community:

- **Health ROI:** Every \$1 invested in youth sports saves \$3 in future healthcare costs.
- **Visibility:** Show our community is leading the charge with mayors across the nation.
- **Grant Leverage:** Proclamations strengthen our case for funding.

For Your Office:

- Join the U.S. Conference of Mayors' youth sports initiative.
- Photo ops, local media coverage and youth and families.

Two Simple Ways to Support

- **Option 1:** Sign the attached proclamation (ready for your seal/signature).
- **Option 2:** Present it at our upcoming event: **[Date/Time, Location]**.

Thank you for championing the health of the youth athletes in [City/County].

Respectfully,

[Your Name]

[Your Title]

[Organization Name]

[Contact Information]

SAMPLE PROCLAMATION

NATIONAL YOUTH SPORTS WEEK | October 6-11, 2025

WHEREAS, youth sports are a powerful force for building stronger, healthier communities—improving academic outcomes, reducing risk for chronic disease, and fostering lifelong values such as teamwork, respect, and perseverance; and

WHEREAS, every child has the right to play sports in an environment that is safe, inclusive, and developmentally appropriate, as affirmed by the Children's Bill of Rights in Sports developed by the Aspen Institute's Project Play and adopted by the U.S. Conference of Mayors which outlines essential rights including:

- Play and have fun
- Safe, healthy environments free from abuse
- Qualified, caring coaches and leaders
- Developmentally appropriate and inclusive opportunities
- A voice in their experience
- Equal opportunity to grow and be treated with dignity; and

WHEREAS, [Your Organization] and the National Council of Youth Sports (NCYS) are working to increase youth sports participation nationwide to 63% by 2030 through coach training, injury prevention, and expanded access; and

WHEREAS, National Youth Sports Week celebrates the people and programs making sports safer and more accessible for all youth, advancing local health, equity, and civic pride;

NOW, THEREFORE, I, [Official's Full Name], [Title] of [City/County Name], do hereby proclaim the week of **October 6–11, 2025**, as:

NATIONAL YOUTH SPORTS WEEK in [City/County Name] and encourage all residents to:

1. Celebrate leaders and programs creating positive sports experiences for youth.
2. Level the playing field so that every youth has the chance to benefit from sports.
3. Uphold the Children's Bill of Rights as a guiding framework for all sports efforts.

Let this week be a call to action because when children play, communities thrive.

SIGNED:

[Signature]

[Official's Name]

[Title]

Date: [Date of Signing]



SAMPLE PRESS RELEASE

October 1, 2025

Contact:

[Local Contact Name]

[Organization Name]

[Phone Number / Email]

[ORGANIZATION NAME] Joins National Push to Get More Youth in Sports Part of a national effort to get 63% of U.S. youth back in the game by 2030

[CITY, STATE] – [Organization Name] today announced its participation in National Youth Sports Week (October 6–11), joining a coast-to-coast movement to increase youth sports participation to 63% by 2030. The organization will host local activations aligning with the National Council of Youth Sports (NCYS) campaign to make sports safer and more accessible.

"We're translating national goals into local impact," said [Executive Name], [Title] of [Organization]. "Every coach we train and every child we serve adds up to a national impact. And we're just getting started."

Local Highlights: [Organization's] NYSW Activities This Week

Instructions: Replace text in brackets below with specific details (include numbers/dates):

- [Theme]: [Specific activity] for [number] participants at [location].
- [Theme]: [Event name] featuring [special guest/official]. [Photo op description].
- [Theme]: [Quantifiable action] with [partner name] and [Key outcome].

"Communities thrive when youth thrive through sports," said Wayne B. Moss, NCYS Executive Director. "[Organization Name] exemplifies local leadership driving national change."

A National Movement

National Youth Sports Week is championed by NCYS and its national members, representing over 60 million youth registered in sports. This year's campaign aligns with the U.S. Health & Human Services' 63% participation goal and the Aspen Institute Project Play's Children's Bill of Rights in Sports.

Media Invited:

Photo/interview opportunities at:

[Day, Time] at [Location] — [Event Name:]

About [Organization]:

[Mission] serving [number] youth annually.

[Your website]

Learn More: www.ncys.org

ABOUT THE NATIONAL COUNCIL OF YOUTH SPORTS



The National Council of Youth Sports (NCYS) has been the cornerstone of youth sports advocacy since 1979, uniting its member organizations to champion equitable access, safety, and quality in youth athletics. We enhance the quality, safety, and accessibility of youth sports through trusted resources, data-informed standards, and collaborative leadership, driving measurable change for the 60 million youth registered in sports. Our coalition spans national governing bodies, community leagues, parks & recreation departments, and brands.

Our 40+-year legacy includes federal recognition under President George W. Bush, who named NCYS in the landmark 2003 PROTECT Act, recognizing our role in developing national child safety protocols. This catalyzed NCYS's leadership in background screening, trauma-informed coach training, and abuse prevention advocacy. Today, we advance data-driven solutions, such as the Injury Surveillance System (ISS) and National Youth Sports Week, to achieve the U.S. Healthy People 2030 goal of 63% youth sports participation by 2030.

NCYS empowers leagues, coaches, and policymakers to build equitable, safe futures where every child thrives through play. Join our mission: www.ncys.org



APPENDIX 1

Measuring the 63% Goal: Reporting & Metrics

Your reported data powers our Pathway to 63% Report to the U.S. Department of HHS

What to Report

NATIONAL GOAL	YOU REPORT...
63M minutes	Total activity minutes of youth physical activity
6,300 trained	Coaches and admins trained
630 proclamations	Submissions or events with local leaders

How to Submit (Takes < 2 Minutes!)

1. Collect your totals
2. Fill out your info
3. Email to verify@ncys.org

Required Info in Your Email

- Organization Name + Contact
- Youth Activity Minutes
- Coaches Trained
- Proclamations Submitted

We're Also Tracking Automatically

What We Monitor

- Social Activity
- Safety Tool Downloads
- Proclamation Downloads

How We Track It

- #NYSW + theme hashtags
- nysw.org/safety-tools
- nysw.org/proclaim

Want a Seal? Report Verification Separately

Email to verify@ncys.org and include:

- Type of Seal (e.g., Coach-Ready)
- Number of coaches trained or certification of EAP

Seal criteria are listed in [Appendix 2](#).

Reminder: Every action you report supports our national case for youth sports investment. It earns your organization recognition, visibility, and credibility.

Let's hit 63% together.

APPENDIX 2

Impact Seals & National Recognition

WHY IMPACT SEALS MATTER

Impact Seals (digital badges) show that your organization leads with purpose. They're proof of commitment. Use them on:

- Your website, social pages, and marketing materials
- Grant proposals and annual reports
- Parent handouts and stakeholder updates

2025 IMPACT SEALS

SEAL	CRITERIA	SHOWCASES...
Safety-First Verified	Submit a customized EAP	You're prepared for emergencies and committed to protecting athletes, coaches, and spectators
Coach-Ready Verified	Train 30+ coaches in a coach development program	You're building safe, socially and emotionally supportive spaces where youth can thrive.

Note: All training workshops count toward the 6,300-coach goal and this seal. For non-CMT™ workshops, send an email to confirm the course title and the number of participants to verify@ncys.org.



