



2025 PCA Coach of the Year Best Practices

NOMINATION SOLICITATION

Why you should generate numerous, quality Coach of the Year Award nominations:

- More high-quality nominations mean greater likelihood of a top-notch award winner from your region.
- An award winner from your region provides a tangible example of PCA's impact in your community to highlight for prospective donors and partners, as well as local media.
- Gives you a chance to reach out to PCA partners, donors and prospects with a value-add... and something that doesn't cost them anything!
- Partners, donors and prospects gain a specific, time-frame-driven rallying point in the form of a coach they support, thereby inducing your constituents' greater interactivity with PCA and greater incentive for them to spread word-of-mouth about PCA and its programs.
- Finalists and National Winners frequently become dedicated advocates of PCA, spreading the message of Positive Coaching within their communities.
- More participation in this program = greater attraction for sponsors, higher website traffic and all the ancillary benefits that entails as people use the program as an entry point to PCA and then expand their view and research into what else PCA offers.

OUTREACH

- A personal ask can often be much more effective in producing nominations than mass emails or outreach. We need to do the latter, but personal asks are great follow-ups.
- Message bombardment is key! Don't just email once. Set a schedule on your calendar for promotion of the program.
- Expand your reach and tap into new markets! Place an ad or develop a spot to run in the local community to reach people who might not otherwise hear about the awards program.
- Utilize social media. Tweet, Instagram and Facebook post often.

KEYS TO A GREAT NOMINATION

- Specific stories make for great nominations & references. Stories allow the evaluation committees to get a real glimpse of a coach's personality vs. general descriptions, which tend to all start to sound alike.
- References from a wide range of people help strengthen a nomination – athletes, parents, co-coaches, opponents, etc.