



BETTER ATHLETES  
BETTER PEOPLE

# Sample Script for Opening Day

- Thank everyone for coming and introduce yourself.
- Thank the board of directors and other people who helped run the league (parks and recreation department staff, schools who helped in distributing flyers, etc.)
- Acknowledge and thank any sponsors or local businesses who helped to support the league.
- Read the mission statement and goals of the organization to the parents and coaches. Remind them that great organizations have compelling mission statements that they never lose sight of. (Ideally you will have copies of the mission statement in the material given out to people at this event so you can ask them to refer to the mission statement while you read it and talk about its importance.)
- Explain the board's expectations for how all people involved with the league should behave during games and practices. (As with the mission statement, you can refer them to the Honor the Game cards while you talk about this.) Let them know that these expectations are designed to make sure that all involved enjoy themselves and the league mission is achieved.
- Announce and explain the Double-Goal Coach award (ideally nomination forms should be in the material handed out to people so you can refer people to that form when you talk about this). Ask for their help in nominating coaches who deserve to be recognized.
- If there are any specific league dates or other important information that parents should know, share that information now.
- Thank everyone for coming out and encourage them to have a good time.

For more Resources, visit: [www.PCDevZone.org](http://www.PCDevZone.org)  
For more information on Positive Coaching Alliance, visit: [www.PositiveCoach.org](http://www.PositiveCoach.org)