

2024

COACHES PLAYBOOK



ALL IN Campus
Democracy
Challenge

NABC
NATIONAL ASSOCIATION OF BASKETBALL COACHES

WBCA 

**THE
TEAM**

2024 

COACHES PLAYBOOK

The ALL IN Campus Democracy Challenge, National Association of Basketball Coaches (NABC), Women's Basketball Coaches Association (WBCA), and The Team are partnering to support nonpartisan voter registration and engagement efforts with coaches and their student-athletes. For questions and support, reach out to members of the ALL IN, The Team, NABC, and WBCA Coaches' Voter Education Task Force.

By signing the Coaches' Pledge, you commit to:

- **Sharing nonpartisan engagement resources** with your student-athletes throughout the year.
- **Providing an opportunity** for your student-athletes to register to vote.
- **Activating your student-athletes** on National Voter Registration Day (9/17/2024)
- **Uplifting the nonpartisan Coaches' Pledge** with your colleagues and encouraging their sign-on to the program.

The **2024 Coaches' Pledge** is open to any individual that identifies as a member of a college or university athletic department (i.e. athletic director, coach, student development staff).



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CIVIC SCHEDULE

How to help your players civically engage year-round

PRE-SEASON (JANUARY TO MAY)

Pre-season checklist

- ✓ Celebrate National Student-Athlete Day on April 6, 2024
- ✓ Help your student-athletes [register to vote](#) or [check their registration](#)
- ✓ Encourage your student-athletes to make a plan for primary election season

During the pre-season, the aim is to have your student-athletes register to vote and make a pledge to vote. To do so, follow these steps:

1. Have your players log into: <https://allin.vote/athletics>
2. Each of your players should type in the ZIP code where they would like to vote - either their campus address or their permanent address (often referred to as home address); know that students have the legal right to vote at whichever of these two addresses they choose.
3. Student-athletes will then be prompted with their state requirements and be guided through the voter registration process.

The allintovote.org resource will inform the individual of their voting options, ID requirements by state, and important dates.

REGULAR SEASON (JUNE TO AUGUST)

XXXXX

Regular season checklist

- ✓ **Register** your new athletes to vote as they move on campus.
- ✓ Have returning athletes **check and update their registration**, if necessary, for example if they moved over the summer.
- ✓ Encourage your entire team to **pledge to vote** in the general election.
- ✓ Sign the **coaches' pledge** during the month of August and tag five other coaches on social media to do the same using #MyStartingFive.

During the regular season, the goal is to help your athletes build out their game plan and put it into action. To do so, have them follow these steps:

1. Have new athletes register to vote at the location of their choice and returning athletes check or update their voter registration at <https://allin.vote/athletics>
2. Help all of your players pledge to vote using <https://allintovote.org/take-the-pledge>
3. Challenge your athletes to get their peers on other teams to register to vote and take the pledge. Note, it is illegal to provide any sort of incentive to persons who register and/or turnout to vote.
4. Ensure your student-athletes have a plan to vote whether in-person, through early-voting, or by-mail. They can make out their voting plan at www.allintovote.org/plan.

PLAYOFFS (SEPTEMBER TO NOVEMBER 7)



Champion Checklist

☒ Celebrate the Civic Holiday Season

THE TIP OFF – National Voter Registration Day: September 17, 2024

HALF TIME – National Voter Education Week: October 7-11, 2024

THE FINAL TIMEOUT – Vote Early Day: October 29, 2024

TWO-MINUTE WARNING – Election Hero Day: November 4, 2024

☒ Celebrate All Vote No Play Day by casting your vote and encouraging others to do the same.

- Make a plan to vote by using <https://allintovote.org/plan>
- Pledge to turn out to vote and encourage your peers to do the same using <http://allintovote.org/pledge>


☒ Join a national movement to highlight: National Voter Registration Day. Collect visuals of your players with the printouts to share on social media.

☒ Stay tuned for details on obtaining free nonpartisan resources to support your team's engagement with National Voter Registration Day (NVRD).

PLAYOFFS (Continued) **(SEPTEMBER TO NOVEMBER 7)**

 **Support your student-athletes with making a plan to vote by using the following tools:**

- Register - [ALLINtoVote.org/Register](https://allintovote.org/register)
- Check Registration - [ALLINtoVote.org/CheckRegistration](https://allintovote.org/checkregistration)
- Pledge to Vote - [ALLINtoVote.org/Pledge](https://allintovote.org/pledge)
- Request Absentee Ballot - [ALLINtoVote.org/RequestBallot](https://allintovote.org/requestballot)
- Find Polling Location - [ALLINtoVote.org/PollingLocation](https://allintovote.org/pollinglocation)
- Research Ballot - [ALLINtoVote.org/ResearchBallot](https://allintovote.org/researchballot)
- Become a Poll Worker - <https://www.powerthepolls.org/allintovote>
- Learn About the Election - [ALLINtoVote.org/VoterEducation](https://allintovote.org/votereducation)

 **Share nonpartisan voter registration and pledge efforts on social media. Make sure to include hashtags like #AthletesVote #AllInToVote and #AllVoteNoPlay.**

 **Discuss why voting matters to your players.**

- Utilize the [“Why I Vote” printout](#) to capture your team's civic stories.
- Collect visuals of your players with the printouts to share on social media.

PLAYOFFS (Continued)

(SEPTEMBER TO NOVEMBER 7)

To learn more about the NCAA's Civic Engagement Legislation and how it may apply to your team utilize these resources:

- **[NCAA DIVISION I | CIVIC ENGAGEMENT DAY](#)**

Since 2020, Division I student-athletes will not practice and compete, among other countable athletically related activities, on the first Tuesday after Nov. 1 every year.

- **[NCAA DIVISION I | CIVIC ENGAGEMENT DAY MODIFICATION](#)**

On June 15, 2022, the NCAA Division I Council adopted a new rule permitting practice and games to occur on Election Day beginning in 2022, provided student-athletes have a day off to participate in civic engagement activities surrounding national and local elections between mid-October and mid-November.

- **[NCAA DIVISION I: CIVIC ENGAGEMENT DAY IMPLEMENTATION BEST PRACTICES ONE-PAGER](#)**

- **[NCAA DIVISION II ADOPTS | CIVIC ENGAGEMENT DAY](#)**

By a 144-137 vote, Division II delegates narrowly adopted a proposal crafted by the Division II Student-Athlete Advisory Committee that prohibits countable athletically related activities, such as practices and games, on the Tuesday after the first Monday in November every year. The legislation's intent is to provide more opportunities for student-athletes to participate in civic engagement activities like voting and volunteering. This change is similar to legislation passed in Division I in 2020.

Check out the printable section for important dates to celebrate during the champion season to set you and your team up for success.

POST-SEASON (NOVEMBER 8 TO DECEMBER)

- ✓ **Connect with your institution's civic engagement staff for programming (i.e., MLK Day, alternative spring break programs) and partnership opportunities for 2025**
 - Gear up to celebrate service-based and [Civic Holidays](#) in 2025
 - Check to see if your campus is [ALL IN](#)
- ✓ **Nominate your student-athletes for awards and recognition**
 - Connect with your ALL IN primary or secondary contact to nominate a student for the [ALL IN student Voting Honor Roll](#).
 - [The Team's Engaged Student Athlete Fellowship](#)
- ✓ **Student-athletes are likely to move between academic terms, remind them to update their voter registration when making housing decisions**
- ✓ **If you have student-athletes who are graduating, take the time to connect with them about continuing their civic habits post-graduation**

**I VOTE
BECAUSE:**

**I VOTE
BECAUSE:**



THE BREAKDOWN:

How to have these conversations with your players

Registering to vote is simple with allintovote.org, but there are other resources available there, including:

- ☒ **CONFIRMING YOUR REGISTRATION**
- ☒ **REGISTERING TO VOTE**
- ☒ **CHECKING YOUR STATE-SPECIFIC RULES AND VOTING LAWS**
- ☒ **FINDING YOUR POLLING PLACE**
- ☒ **DETERMINING WHAT'S ON YOUR BALLOT**

So when you guide athletes to the allintovote.org site, be open to questions, but also know that many questions can be answered to fit an individual's needs right on the website. For example, if an athlete wants to know where their polling place is, you might let them know about the polling places in the area, but the site can tell them their exact location through the use of their ZIP code.

THE BREAKDOWN:



THE TWO MAIN WAYS TO VOTE ARE:

VOTE BY MAIL

- ▶ If someone wants to vote by mail, they can usually request a ballot be sent to their address, but state-specific rules vary across the country.
- ▶ The allintovote.org site should be able to guide participants on how to request their vote-by-mail ballot.
- ▶ Please note that, functionally, voting by mail and absentee voting are the same thing

VOTING IN-PERSON

▶ VOTING EARLY

Early voting provides a means for eligible voters to cast their ballots at a time and location other than in person on Election Day. Voters can cast a ballot by appearing in person at a local elections office or other designated location during a designated period prior to Election Day.

REMEMBER: Vote Early Day is October 29.

▶ VOTING ON ELECTION DAY

DOS AND DON'TS

Here are some best practices for making sure participants are getting the best nonpartisan information about registering to vote efficiently and legally with your help.

DOS



DON'TS

DO have athletes use their own devices — smartphones, tablets, laptops — to register to vote if possible. If not, it's great if you're able to provide those resources.

DO direct participants to allintovote.org to register to vote and to answer questions you don't know the specific answer to.

DO send them to their Secretary of State or state election website if there are any further questions not answered on allintovote.org.

DO be aware of the important dates listed above as well as your own state's registration deadlines.

DO encourage students to register whenever possible and be patient with any questions and concerns they have. Even if you don't have all the answers, there are resources to point them to that will!

DO present voting as an accessible opportunity for players to exercise their voice. Studies show that presenting voting as the common thing to do and not making it sound like a difficult task inclines students to show up and vote.

DO use accessible language around voting. Explain acronyms and terms that they may not be aware of.

DO engage students who are not eligible to vote by informing them about how they can support Election Day whether it be by transportation, spreading accurate information, or helping others develop their plans to vote.

DON'T help participants in actually filling out or completing their registration form.

DON'T fill out any part of the form for them.

DON'T hit submit for them. Where possible, encourage online registration. For states that do not have online registration, if necessary, provide technology for student-athletes to print and complete their forms, but **DON'T** print or complete the form on their behalf.

DON'T take a paper form and offer to deliver or mail it for someone.

DON'T offer any incentive or reward for anyone filling out their registration form. It is illegal to provide any sort of incentive to persons who register and/or turnout to vote. Example - you cannot provide t-shirts to those that register to vote however you can provide t-shirts to everyone regardless of registration status.

DON'T try to answer voter registration questions you don't know the answer to. (But **DO** point them toward the right resources.)

SOCIAL MEDIA

When you share on social media – and please do share about this on social media! — use the following hashtags and tag the following accounts. Also make sure to check out the [Civic Calendar](#) for more information on when to highlight your civic engagement efforts on social media! We look forward to hearing about your efforts and sharing out your work.

For other social media campaigns, use these hashtags and handles:

HASHTAGS:

#AthletesVote
#AllInToVote
#AllVoteNoPlay

@ HANDLES:

@NABC1927
@WBCA1981
@allintovote
@theteamdotorg



SOCIAL MEDIA (Continued)

Utilize the following examples to model what your posts should look like throughout the 2024 election season!

FEEL FREE TO ALSO USE THE SUGGESTED LANGUAGE BELOW.

We are challenging (insert 1 institution of your choice and 1 HBCU or Community College) to join us in registering 100% of your members to vote.

Our organization (insert organization/institution name) is committed to 100% participation in the upcoming election.

Register to vote at allintovote.org

I'm challenging (tag five different coaches) to join #MyStartingFive by signing the 2024 Coaches' Pledge.

Did you know that right now, even in this critical election year, one fifth of eligible Americans are not registered to vote?

It is more important than ever to make sure we have our voices heard in each and every election. Get prepared to use yours this November by registering to vote TODAY at allintovote.org



Dave Paulsen
@PaulsenDave

All of our guys have taken the pledge and signed up to vote. Many thanks to the non-partisan @allintovote for helping facilitate this process. Historically only 39% of college-age individuals vote in Presidential elections. Important that ALL of us engage in democracy



RESOURCES

ALL IN CAMPUS DEMOCRACY CHALLENGE (ALL IN)

ALL IN is a national nonpartisan initiative of Civic Nation, a 501(c)(3) organization. Established in 2016, the ALL IN Campus Democracy Challenge has grown to nearly 1000 participating campuses in 50 states plus DC with a reach of more than 10 million students. ALL IN supports a network of 20 State and City Voting Challenges. ALL IN also supports athletic conference voting challenges across the following athletic conferences: America East, ACC, Big Ten, Big 12, Big Sky, C-USA, Ivy League, MAAC, MAC, MIAC, NESCAC, OAC, Pac12, and So Con.

On ALL IN's main website, you can find resources such as a comprehensive list of **resources specific to coaches** and a **complete list of coaches who have signed** the Coaches' Pledge.

allintovote.org

ALL IN has launched the **allintovote.org** website as a one-stop shop for campuses and their students to navigate the voting process. As the shifts in regulations around vote by mail, and the needs for vote by mail ballot requests change (at times daily), this site will be an essential tool for helping campuses navigate support for their geographically diverse student bodies. This site will provide students with tools to pledge to vote, register to vote, confirm their voter registration, determine how and where to vote, and understand what is on their ballot.

COACHES' VOTER EDUCATION TASK FORCE

The Coaches' Voter Education Task Force is focused on coaches helping coaches to support all college student-athletes to register to vote and engage fully in the electoral process. Please don't hesitate to use this as a resource as you work to incorporate this playbook. To reach out to a Task Force member, visit **here**.

ELECTION HERO DAY

November 4 is Election Hero Day. Election hero Day aims to recognize the essential role of election administrators, poll workers, municipal clerks, and officials for their contribution to the maintenance of our democracy. From overcoming an unprecedented poll worker shortage to processing record numbers of absentee ballots, these community members continue to work endlessly to keep our communities and election processes accessible and responsive.

NATIONAL ASSOCIATION OF BASKETBALL COACHES (NABC)

Located in Kansas City, MO, the NABC was founded in 1927 by Phog Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently has nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at **www.nabc.com**.

RESOURCES

NATIONAL STUDY OF LEARNING, VOTING, AND ENGAGEMENT

The National Study of Learning, Voting, and Engagement (NSLVE), an initiative of the Jonathan M. Tisch College of Civic Life at Tufts University, offers colleges and universities an opportunity to learn their student registration and voting rates and, for interested campuses, a closer examination of their campus climate for political learning and engagement and correlations between specific student learning experiences and voting.

NATIONAL VOTER REGISTRATION DAY

September 17 is National Voter Registration Day. You can organize an in-person, social media and/or email campaign to make sure your peers check their voter registration status and confirm it is where they want to vote and encourage students to register and re-register to vote as needed.

NATIONAL VOTER EDUCATION WEEK (NVEW)

National Voter Education Week (NVEW) is an open-source and nonpartisan campaign to help voters bridge the gap between registering to vote and actually casting a ballot. During this week of interactive education, voters have the opportunity to find their polling location, understand their ballot, make a plan to vote in person or remotely, and inspire others to get involved. NVEW strives to help voters overcome common barriers to become confident voters and ambassadors of voting in their own communities for every election.

WOMEN'S BASKETBALL COACHES ASSOCIATION (WBCA)

For 40 years, the Women's Basketball Coaches Association has been the professional association for coaches of women's and girls' basketball at all levels of competition. Founded in 1981, the WBCA offers educational resources that coaches need to help make themselves better leaders, teachers and mentors to their players; provides opportunities for coaches to connect with peers in the profession; serves as the unifying voice of a diverse community of coaches to the organizations that control the game; and celebrates those coaches, players and other individuals who excel each year and contribute to the advancement of the sport. Visit www.WBCA.org for more details about the association.

THE TEAM

The Team is a nonpartisan organization that creates award-winning programming focused on integrating civic engagement into college athletics. The Team offers a pathway for every athlete, coach, and administrator to become more engaged citizens. The Team's mission is to develop teammates, inspire leaders, and empower citizens. Since 2020, our organization has engaged over 54,000 athletes, coaches, and administrators, planned over 600 Election Day events, and executed **groundbreaking national programming** with leaders such as Stephen Curry and Condoleezza Rice. The Team have won numerous awards, including being recognized for Fast Company's 2023 World Changing Ideas and have had stories **published** in major media publications like ESPN, Teen Vogue, Forbes, and others.

RESOURCES

VOTE EARLY DAY

Vote Early Day is October 29, 2024. 200 Million Americans are eligible to vote early but voting early rules - both for in-person and by-mail options - vary widely all over the country, causing confusion and preventing voters from casting their ballots. Vote Early Day is a collaboration among businesses, colleges, nonprofits, technology platforms, election administrators, influencers, and community leaders to help all eligible voters learn about their options to vote early and celebrate the act of voting early.

VOTERIDERS

VoteRiders provides voter ID assistance so that every American can cast a ballot that counts. For a full breakdown of state voter regulations, check out their state by-state guide available [**here**](#).

866OURVOTE

866ourvote is a national, nonpartisan Election Protection coalition that works year-round to ensure that all voters have an equal opportunity to vote and have that vote count. Made up of more than 300 local, state and national partners, Election Protection uses a wide range of tools and activities to protect, advance and defend the right to vote. Voters can call or text 866-687-8683 to speak with a trained Election Protection volunteer.

GLOSSARY OF TERMS

Here are some civic engagement terms and organizations to help you better understand and educate about the voting and registration process.

Early Voting

Refers, in general, to any vote cast in person prior to Election Day. Eligibility for voting early varies, and may or may not require an excuse depending on the state.

Election Clerk/ Poll Worker

An employee charged with keeping voting places orderly, issuing ballots, registering people to vote, monitoring voting equipment, explaining how to vote with equipment or select on a ballot, counting votes, and many other duties on election day. To sign up to be a poll worker, check out [Power to the Polls!](#)

Nonpartisan

Means not in support of any particular candidate or political party. ALL IN, The Team, NABC, and WBCA are all nonpartisan organizations that support civic education and voter mobilization but do not endorse any particular candidate or party at any time.

Vote by Mail

Refers, in general, to any vote cast by mail. Requirements for applying for a mail in ballot vary by state, but in general the voter must apply, providing personal information such as social security number, address, full name, and birthdate to their state government. In some states, the only form of mail in voting is absentee.

Voter Identification

More than half the states require voters to show some kind of identification at the polls in order to cast their ballot. In other states, methods like signatures ensure that voters are who they say they are. Each state has a slightly different rule for when and how you need to show ID in order to vote. Some states can require an ID, but don't specify if it needs to have a photo on it.

Voter Registration

The legal requirement to be registered, listed officially as a citizen who can vote legally, before being allowed to vote. Requirements and process for registration varies by state, but can be found easily on <https://allin.vote/athletics>

PRINTABLE MATERIALS:

This section is intended to be content that you and your team can utilize to implement programs throughout the entire academic year. Printable materials may be updated throughout the year, for the most up to date content visit [here](#).

Important Dates for the Champion Season



CHAMPIONSHIP TIP-OFF:	National Voter Registration Day	SEPTEMBER 17
HALFTIME:	National Voter Education Week	OCTOBER 7 - 11
THE FINAL TIMEOUT:	Vote Early Day	OCTOBER 29
TWO-MINUTE WARNING:	Election Hero Day	NOVEMBER 4
THE FINAL HORN:	Election Day	NOVEMBER 5

IMPORTANT DATES FOR THE CHAMPION SEASON

Tip Off — National Voter Registration Day September 17

The aim here is for student-athletes to confirm their voter registration and use their voices to remind peers, friends, and family to register to vote by [National Voter Registration Day](#), September 17, 2024.

As you approach September 17 check in with your student-athletes to ensure they register to vote. This is also a good time to check-in to ask if anything has changed with where the individual would like to vote (at their campus address or their permanent address). If the individual has decided they would prefer to vote using a different address, September 17 is the universal date for individuals to update their registration in time for the general election.

Halftime — National Voter Education Week October 7-11, 2024

[National Voter Education Week](#) will help voters bridge the gap between registering to vote and actually casting a ballot. During this week voters will learn to find their polling location, understand what and who is on their ballot, as well as make a plan to vote in person or remotely. [Allintovote.org/plan](#) will help student-athletes make a plan to cast an informed ballot.

The Final Timeout — Vote Early Day October 29

On [Vote Early Day](#) all individuals that are opting to vote early by mail or in-person should have a plan in place by this date especially as state requirements vary. Since state requirements for vote by mail vary in terms of when a ballot needs to be received and/or postmarked, having the ballot in the mail by October 29 ensures that regardless of the state requirements, the ballot will be received on time.

Two-Minute Warning — Election Hero Day November 4

Celebrate your student-athletes that sign-up to be poll workers and thank others who volunteer their time during the 2024 Presidential elections on [Election Hero Day](#), November 6. Election Hero Day aims to recognize the essential role of election administrators, poll workers, municipal clerks, and officials for their contribution to the maintenance of our democracy. If your student-athletes are interested in becoming an election hero, have them [sign up to work the polls](#).

The Final Horn — Election Day November 5

For any individual who wants to vote in person and/or did not complete the steps to vote by mail, or opt to vote early, this is the day in which the individual needs to exercise their vote. By utilizing the plan they created in early October the individual should go to their polling place designated by the ZIP code they registered and bring any necessary ID as required by the state to cast an informed ballot. If your student-athletes run into any issues they can call or text 866-our-vote to reach trained election protection volunteers.

WHY I VOTE BANNERS

Print out this banner or customize the materials using your campus's colors and logos at [this link](#) to highlight why you, your fellow coaches, and your student-athletes vote. Make sure to use #AthletesVote, #AllInToVote, and #AllVoteNoPlay when you share your posts during the Champion Season!



**I VOTE
BECAUSE:**

*MY VOTE IS MY
VOICE*



**I VOTE
BECAUSE:**

*Our Future
Depends On It*

