

# Motivating your Football Team in the Off-Season

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## Vision

- Set goals, and time periods to accomplish those goals; and surround yourself with others that share your vision.
- Create a slogan that promotes the vision; make relationships with people that will help you achieve your vision.

## Clean & Update your Facilities

- Team Room- Carpet, paint, stereo can be purchased via a small fundraiser. Vinyl decals make it look great.
  - Get donated furniture, fans, AC unit.
- Weight Room- Decide what needs the most attention and improve it.
  - Ask a glass company to donate and install flawed mirrors.
  - Create an outdoor lift area for protection from sun/rain using canvas/carport materials.
  - Paint dots for drills and/or create lift platforms using rubber or plywood.
  - Create motivation boards, and use pictures instead of just names.
  - Use white boards to create “top 10’s” of new drills, so it can be updated frequently.
- Fields
  - Find dirt or get it donated, to fill holes. Keep wheelbarrows and shovels on hand so injured can use.
  - Have a work day, using parents and kids to improve field.

## Create a Website

- If you don’t know how, use a parent or assistant coach; use an easy & free program like Yahoo Sitebuilder.
- Purchase a catchy domain name. Ours is [www.tdfootball.com](http://www.tdfootball.com)
- Attract advertisers to pay for the site fees. This could even turn into a fundraiser for you.
- Use it to communicate information, post awards, and make announcements.

## Video on Demand

- Create a “viewing station” in your classroom, to view ANYTIME, complete with a play analyzer, DVD copies, etc.

## Training DVD’s

- Create DVD’s that help to teach and train your kids. Pre-test and post-test your kids.

## Photo Magnets

- Copy photos from Attendance program, and put with names. Print them onto magnet sheets, and post.
- Use to identify who is coming out, who needs to be asked, etc. Makes a great visual for kids and coaches.
- Use as depth charts throughout the pre-season practices.

## Coaching Duty Delegation

- The depth of a football program is only as deep as the depth of the staff. Delegate all football-related duties.
- List out all duties in the football program, and delegate to each coach’s strengths and time commitment.

## Football Committees

- Create athlete-led committees to develop and collect new ideas.
  - Team Senate, Fundraising, Facilities, Highlight Music, Team Meals, Equipment, etc.
  - Team Senate- A group of teammates that meet weekly to discuss the football program, learn leadership skills, and recruit out new players.

## Newsletter

- Create a newsletter that promotes the football program. Include upcoming events, news, and a calendar.
- Post on your website, send via e-mail, and pass out to players on campus.

## Frosh Recruit Brochure

- Create a brochure with vital information on how to join the high school team.
- Visit the Junior Highs and distribute the brochures. Have those kids fill out an info card to take with you.

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### Pride Points

- Points are awarded for playing other sports, good grades, community service, off-season workouts, etc.
- A minimum number of points are required to “make the team.”
- Highest point achievers get first pick of equipment, lockers, and jersey numbers.
- Keep the points on a spreadsheet, and print and post occasionally, or link onto your website.

### Achievement Days & Goals Sheet

- Every 3 months, measure athletes in strength & speed exercises, and record height and weight.
- Put information on a Goals and Present Levels of Performance sheet. That sheet stays with them all four years.
- Have them come in after every achievement day and fill out their goals for the next achievement day.

### Competitive Team Training

- Combines off-season workouts with “competition training” and “teamwork training.”
- Captains are picked by the team, a draft is held, and each captain leads a “color” team.
- Every Friday, teams wear their colored shirt, and compete in various competitions.

### Academic Achievement

- Require Friday grade checks during the 4<sup>th</sup> quarter. Reward them with Pride Points just for turning it in.
- If they don't turn it in or have too many bad marks, require lunch time study hall the next week.

### Community Service

- Pick a project on campus and adopt it.
- Do a neighborhood walk day to help nearby neighbors. Deny donations. Pass out football schedule.

### Pre-Season Movie Trailer

- Make a Hollywood style 30-60 second trailer, showing the best possible scenario for the upcoming season.
- Use coaches, players, administrators, parents, etc; and put special effects to it.
- If the team can visualize greatness, it has a chance to happen. Show it before kicking off your Summer program.

### Spring Parent Meeting

- Once the spring sports are over, host a Parent Info night. Get local company to donate root beer float materials.
- Sell off remaining merchandise from last season, and do pre-orders for next season's gear.
- Have spirit pack pre-orders, at a small discount for pre-paying the items.
- Pass out calendars and paperwork, introduce all the coaches, and have a question & answer session.

### Youth Camp

- Host a flag football camp for ages 7-12 kids. Do it on two week nights, with games on Saturday.
- Host a Youth Tackle football camp for two practices, and teach basic fundamentals- tackling, blocking, pursuit.

### Passing Tourneys

- Attend all tourneys that your schedule allows, especially college hosted tourneys.
- Expose your kids to other environments. Talk to your kids about college life and how close it is to happening.

### Team Trip: Adventure Training

- Pass out weekly brochures to kids during workouts: how to catch a fish, how to bait a hook, how to set camp, etc.
- At the end of the off-season workouts, take the team fishing or camping, and have them use those skills.

### Senior Dinners

- Have a pre-season dinner, asking the Seniors their goals and dreams for the upcoming season.
- Have a post-season dinner, and to reflect on the past season. Also give them the “hater-ade” talk.

### Fun Fundraisers

- Bowling Tourney- Pick teams and solicit pledges to enter. Have each player collect \$25 in pledge money.
- Team Poster- Get your Seniors to pose in jersey, solicit a sponsor for printing, put a schedule on it, and sell it.
- Kickoff Dinner- Host a BBQ, sell tickets, and mingle with parents, alumni, boosters, and fans.
- Taco-Eating Contest- Have a local restaurant supply the food, kids get pledges to enter, invite the local media.
- Madden Tourney- All the kids play it, have an entry fee and a prize.
- Silent Auction- Take rejected helmets, repaint and decal them, have all the kids autograph them, and silent auction them at the post-season banquet. Do the same thing with used game balls, and extra team photos.
- Team Calendar- Bundle all the photos and send to a printer or online calendar creator, solicit a sponsor to pay for printing costs, and sell for profit. Take orders at the post-season banquet.
- DVD Highlights- Take each week's highlight film and put them on one DVD. Create a season-ending film of the very best plays, and one each for lower level teams. Include photos or outtakes. Duplicate and sell.

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