



"IT STARTS WITH US" STUDENT-ATHLETE PLEDGE

Building Communities Through Sports

As a student-athlete in the Canyon Athletic Association, I understand that I represent my school, my teammates, my family, and my community every time I compete. I recognize that athletics is an opportunity to develop character, leadership, teamwork, and respect.

Because It Starts With Us, I pledge to:

COMPETE WITH CHARACTER

- ☐ Always compete with honesty, integrity, and respect.
- ☐ Follow the rules of the game and honor the spirit of competition.
- ☐ Demonstrate good sportsmanship in both victory and defeat.

RESPECT OTHERS

- ☐ Respect my teammates, coaches, opponents, officials, and spectators.
- ☐ Treat everyone with dignity regardless of the outcome of competition.
- ☐ Encourage others through positive words and actions.

BE A LEADER

- ☐ Lead by example both on and off the field, court, track, course, or competition floor.
- ☐ Make choices that positively represent my school and team.
- ☐ Help create an environment where everyone feels valued and respected.

SUPPORT MY TEAM

- ☐ Put team success ahead of personal recognition.
- ☐ Encourage and support my teammates during challenges and successes.
- ☐ Demonstrate commitment, accountability, and responsibility.

RESPECT OFFICIALS

- ☐ Accept decisions made by officials with maturity and self-control.
- ☐ Never argue, disrespect, or display unsportsmanlike behavior toward officials.
- ☐ Understand that officials are an important part of the game.

REPRESENT MY SCHOOL WITH PRIDE

- ☐ Conduct myself in a way that reflects positively on my school and community.
- ☐ Use social media responsibly and respectfully.
- ☐ Remember that my actions are a reflection of my team and school.

COMMIT TO EXCELLENCE

- ☐ Strive for excellence in athletics, academics, and personal growth.
- ☐ Learn from both success and adversity.
- ☐ Be a positive influence on those around me.



STUDENT-ATHLETE COMMITMENT

I understand that championships may be remembered for a season, but character lasts a lifetime.

I commit to being a positive representative of my school, my team, and the Canyon Athletic Association. I will compete with integrity, treat others with respect, and help create a positive experience for everyone involved in athletics.

IT STARTS WITH US

Sportsmanship • Respect • Integrity • Leadership

Student-Athlete Name: _____

School: _____

Sport(s): _____

Signature: _____

Date: _____

Parent/Guardian Signature (Optional): _____





"IT STARTS WITH US" COACH PLEDGE

Building Communities Through Sports

As a coach in the Canyon Athletic Association, I understand that my words, actions, and attitudes directly influence the student-athletes, parents, spectators, and communities I serve. I recognize that coaching is more than teaching a sport—it is an opportunity to develop character, leadership, and life skills.

Because It Starts With Us, I pledge to:

LEAD WITH CHARACTER

- ☐ Model integrity, honesty, and professionalism in all situations.
- ☐ Demonstrate respect toward players, opponents, officials, spectators, and fellow coaches.
- ☐ Promote sportsmanship regardless of the outcome of competition.

PUT STUDENT-ATHLETES FIRST

- ☐ Prioritize the educational, emotional, and physical well-being of every student-athlete.
- ☐ Create a positive environment where athletes feel valued, supported, and encouraged.
- ☐ Teach life lessons that extend beyond the playing field.

RESPECT THE GAME

- ☐ Honor the rules, traditions, and spirit of interscholastic athletics.
- ☐ Accept victories with humility and defeats with dignity.
- ☐ Encourage my athletes to compete with passion, respect, and self-control.

SUPPORT OFFICIALS

- ☐ Treat officials with professionalism and respect before, during, and after competition.
- ☐ Address concerns through appropriate channels and never encourage unsportsmanlike behavior toward officials.
- ☐ Help educate athletes and parents on the important role officials play in athletics.

BUILD POSITIVE COMMUNITIES

- ☐ Encourage positive fan behavior and respectful interactions between schools.
- ☐ Represent my school and the Canyon Athletic Association with pride.
- ☐ Be a role model within my school and community.

COMMIT TO EXCELLENCE

- ☐ Continuously seek opportunities to grow as a coach and leader.
- ☐ Support fellow coaches and contribute to a culture of collaboration and respect.
- ☐ Help ensure that athletics remains a positive and meaningful experience for all participants.



COACH COMMITMENT

I understand that sportsmanship, leadership, and character are not expectations placed solely on student-athletes—they begin with me.

I commit to upholding the values of the Canyon Athletic Association and embracing the belief that:

IT STARTS WITH US

Sportsmanship • Respect • Integrity • Leadership

Coach Name: _____

School: _____

Sport(s): _____

Signature: _____

Date: _____





"IT STARTS WITH US"

Parent Guide to Education-Based Athletics

Building Communities Through Sports

Parents are among the most important influences in a student-athlete's life. The words, actions, and attitudes displayed by parents help shape the athletic experience for everyone involved.

The Canyon Athletic Association believes athletics should teach life lessons that extend beyond the scoreboard.

Because of that, we ask every parent to join us in the "It Starts With Us" initiative.

Why School Athletics Matter

Athletics provides opportunities for students to:

- ✓ Develop leadership skills
- ✓ Learn teamwork
- ✓ Build resilience
- ✓ Develop discipline
- ✓ Learn how to handle success and adversity
- ✓ Create lifelong memories

Winning is important, but character development is the ultimate goal.

What Student-Athletes Need Most From Parents

Research consistently shows student-athletes want:

1. Unconditional support
2. Encouragement
3. Positive reinforcement
4. Enjoyment of the experience
5. Someone who listens

They need parents who support the process more than the outcome.



The Parent Role

Parents are encouraged to:

Before Competition

- Encourage preparation and effort.
- Help athletes arrive ready to compete.
- Focus on learning and growth.

During Competition

- Cheer positively.
- Support all participants.
- Respect officials.
- Demonstrate self-control.

After Competition

- Ask what they learned.
- Celebrate effort.
- Listen more than you speak.
- Allow coaches to coach.

.

The Parent Role

Remember...

Your child is watching:

1. How you respond to officials.
2. How you react to adversity.
3. How you treat opponents.
4. How you represent your school.
5. The example you set becomes the example they follow.

.



"IT STARTS WITH US"

30-Day School Implementation Guide

Building Communities Through Sports

The "It Starts With Us" initiative is designed to create a culture of sportsmanship, leadership, accountability, and respect throughout the school community. This guide provides a simple four-week rollout plan that can be implemented by every Canyon Athletic Association member school.

30-Day School Implementation Guide

Building Communities Through Sports

2026-27 School Year

Featuring:

- Athletic Director Launch Plan
- Coach Engagement Strategy
- Parent Communication Framework
- Student-Athlete Leadership Development

(Include CAA logo and It Starts With Us branding)



Why Does It Starts With Us?

Mission Statement

The Canyon Athletic Association believes sportsmanship, leadership, integrity, and respect are fundamental to education-based athletics.

The "It Starts With Us" initiative is designed to empower Athletic Directors, coaches, student-athletes, parents, and officials to create positive experiences that build stronger teams, schools, and communities.

Program Objectives

- ✓ Promote Sportsmanship
- ✓ Develop Leaders
- ✓ Support Officials
- ✓ Strengthen School Culture
- ✓ Build Community Through Athletics

The Four Pillars

Respect

- Treat others with dignity and professionalism.

Integrity

- Do what is right even when nobody is watching.

Leadership

- Lead through actions and example.

Sportsmanship

- Compete with class in victory and defeat.



Launch Completion Checklist

Athletic Director

- ☐ Leadership Presentation Completed

Coaches

- ☐ Coaches Meeting Conducted
- ☐ Coach Pledges Signed

Parents

- ☐ Parent Communication Distributed
- ☐ Expectations Shared

Student-Athletes

- ☐ Team Meeting Conducted
- ☐ Athlete Pledges Signed

School Community

- ☐ Sportsmanship Signage Posted
- ☐ Website/Social Media Promotion
- ☐ "It Starts With Us" Officially Launched



Week 1

Athletic Director Leadership Launch

Meeting Audience

- Administration, Athletic Department Staff, Coaches

Key Message

- "The culture of our athletic program starts with leadership."

Discussion Points

- Why this initiative matters
- Expectations for coaches and teams
- Supporting officials and opponents
- Creating positive environments
- School-wide commitment

Leadership Challenge

Ask your coaches: "How do we want our school to be remembered by opponents, officials, and spectators?"

Week 1 Deliverables

- ☐ Introduce campaign
- ☐ Display campaign materials
- ☐ Schedule coach meeting
- ☐ Share implementation timeline



Week 2

Coaches Set the Tone

Discussion Topics

- Coaches are culture builders
- Teaching life lessons through sports
- Handling adversity
- Respecting officials
- Leading by example

Coach Commitment

Distribute and sign: CAA Coach's Pledge

Deliverables

- ☐ Coaches Meeting Held
- ☐ Coach Pledges Signed
- ☐ Team Expectations Established



Week 3

Parent Communication & Education

Discussion Topics

- Athletics is an extension of education
- Positive support matters
- Officials deserve respect
- Student-athletes are watching adult behavior

Parent Expectations

- ✓ Cheer Positively
- ✓ Support Your Team
- ✓ Respect Officials
- ✓ Represent Your School

Deliverables

- ☐ Parent Letter Sent
- ☐ Parent Meeting Conducted
- ☐ Sportsmanship Expectations Shared

Week 4

Student-Athlete Leadership Meeting

Discussion Topics

- Leadership starts with you
- Team-first mentality
- Respecting opponents
- Representing your school
- Social media responsibility

Team Activity

Ask athletes: "What behaviors define the type of team we want to become?"

Create a team culture statement.

Student Commitment

Distribute and sign: CAA Student-Athlete Pledge

Deliverables

- ☐ Team Meeting Completed
- ☐ Athlete Pledges Signed
- ☐ Team Culture Statement Created



Final Commitment

The success of this initiative is not measured by banners, signs, or slogans. Success is measured by the culture we create, the example we set, and the experiences we provide for student-athletes.

IT STARTS WITH US

Sportsmanship • Respect • Integrity • Leadership

Building Communities Through Sports

