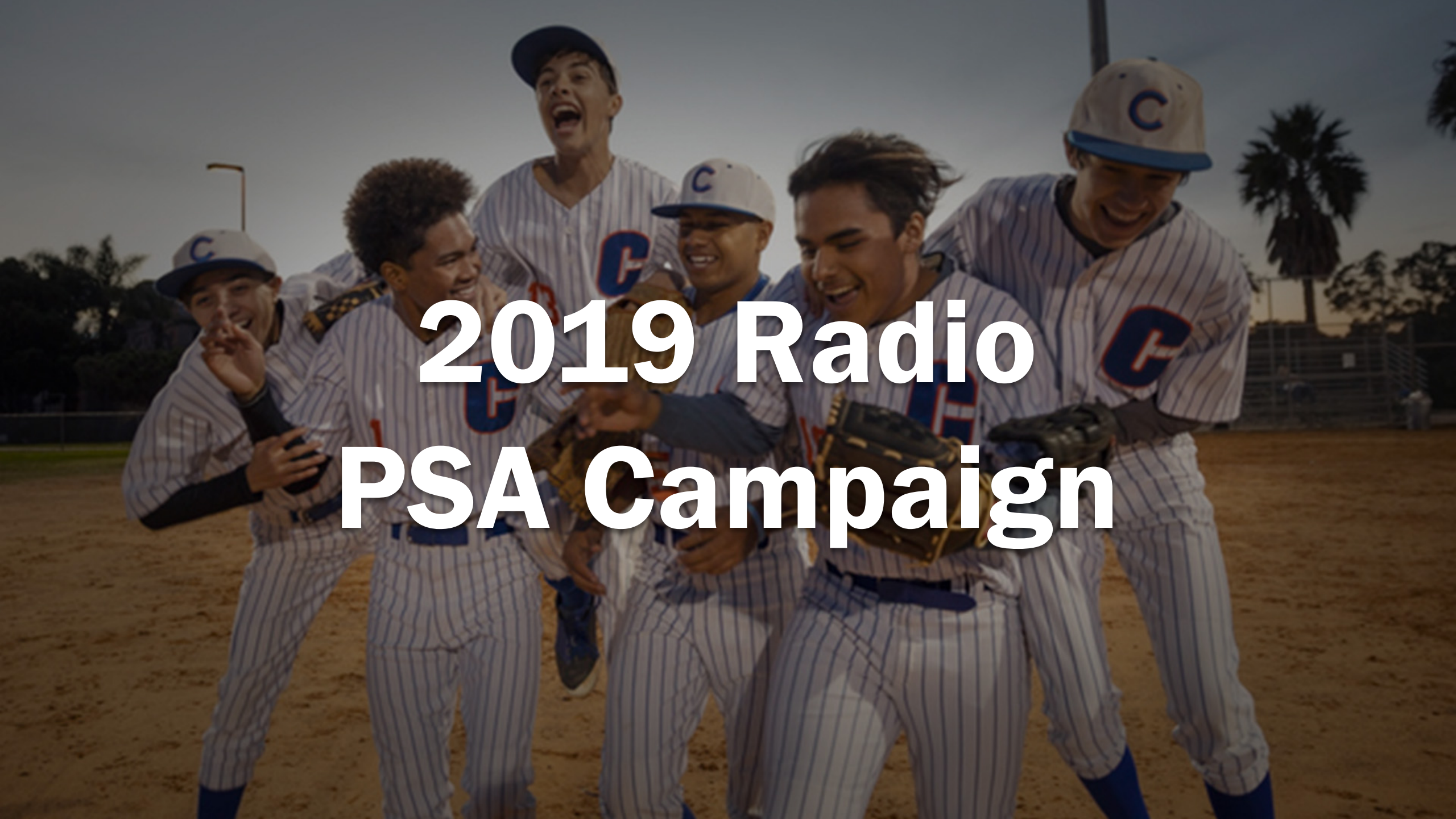




2019-20 National Campaigns Summary



2019 Radio PSA Campaign



In 2019 alone, radio stations across the U.S. reported **\$7,618,006** in free advertising value.

The message is about the value of participation in high school sports and activities.



Since 2012, the PSA campaign has generated more than **\$54,975,425** worth of radio commercials.

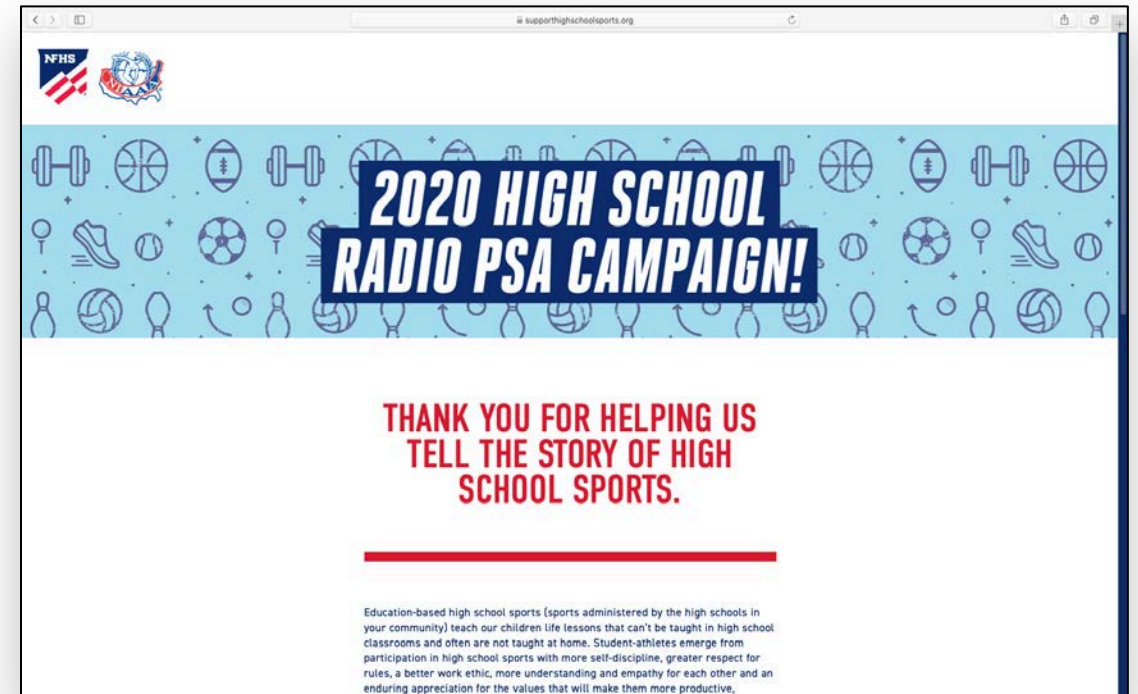




We want to hear from you! Three Sixty Group is in the process of contacting each association for feedback on this year's campaign. Thank you to those who have already given your time and thoughtful comments.



And don't forget, the PSAs are available for digital download at SupportHighSchoolSports.org. We encourage you to send that link to all of your member-schools for their use.



A photograph of a marching band. In the center, a young man with a wide smile is playing a gold saxophone. He is wearing a black and red uniform with a large white 'W' on the chest and a tall black hat with a plume. To his right, another band member is also playing a saxophone. The background is slightly blurred, showing other band members and a stadium setting. The text '#MyReasonWhy' is overlaid in the center in a large, white, sans-serif font.

#MyReasonWhy

In 17 weeks, there were
4,211 #MyReasonWhy posts
made by 2,631 unique
users, which reached
3,161,336 people and were
seen 16,185,414 times.





During the 2019-20 school year,
48 of 51 state associations posted
the #MyReasonWhy hashtag on
social media.





National Federation of State High School Associations

November 18, 2019 · 🌐

Why participating in high school sports is an A+ idea:

Concerned that participating in sports will take too much time away from your children's schoolwork? Think again!

Research shows high school athletes have higher grades, higher GPAs and higher achievement test scores than non-athletes.... [See More](#)

HIGH SCHOOL:
SITTING IS OUT
PLAYING
IS IN.

▶ #MYREASONWHY ◀



Since the campaign launched in June of 2017, there have been **43,420** #MyReasonWhy posts made by **15,678** unique users, which have reached **12,668,855** people and have been seen **264,910,761** times.



Due to COVID-19, this campaign only ran 17 of a scheduled 30 weeks. It was replaced on April 1 by the Together campaign.



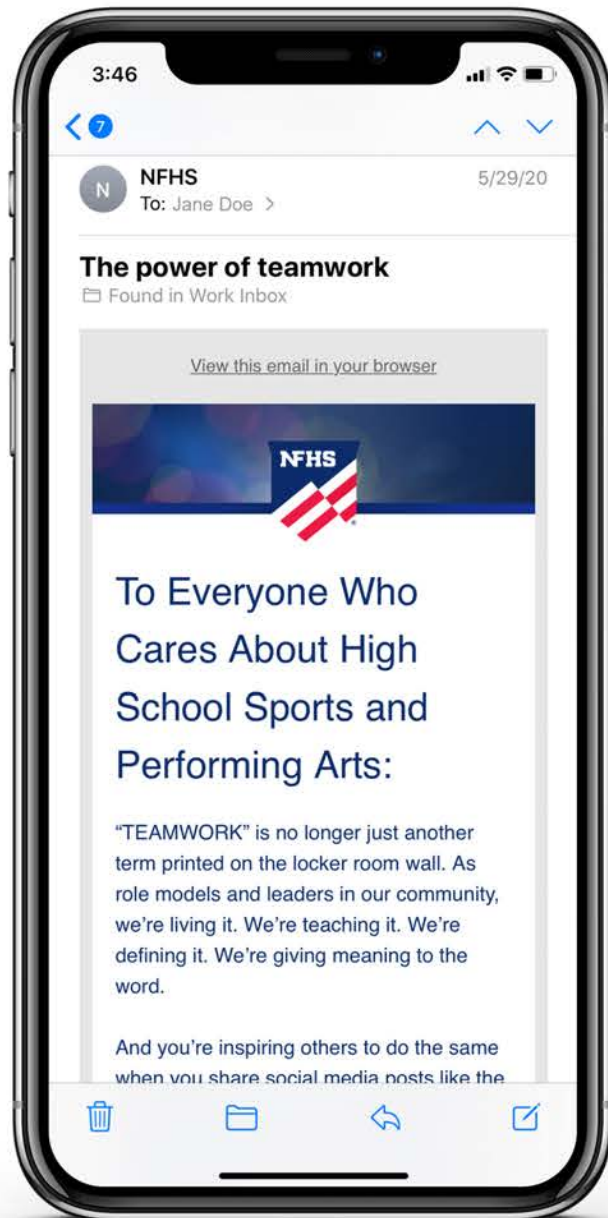
A group of basketball players in red uniforms are huddled together on a court. The player in the center has the number 14 on their back. To the right, another player has the number 2. The background shows spectators in a gymnasium. The text 'Together Campaign' is overlaid in large white letters.

Together Campaign

Note: This campaign started on April 1 as a replacement for the #MyReasonWhy campaign in response to COVID-19.

In 9 weeks, there were
3,784 Together posts made
by 3,654 unique users,
which reached 13,880,936
people and were seen
15,125,491 times.





During the 2019-20 school year,
39 of 51 state associations shared
the Together posts on social media.



A photograph of three people in a classroom setting, all wearing black and white striped referee shirts. A woman on the left, with blonde hair and glasses, holds a basketball. A man in the center holds a football. A man on the right holds a small black object. They are all smiling. The background shows a classroom with desks, red chairs, and a whiteboard. The text '#BecomeAnOfficial' is overlaid in the center.

#BecomeAnOfficial



In 24 weeks, there were 9,035 #BecomeAnOfficial posts made by 4,579 unique users, which reached 6,187,854 people and were seen 43,172,092 times.





Since the campaign launched in March of 2017, there have been **28,664** #BecomeAnOfficial posts made by **11,015** unique users, which have reached **11,907,357** people and have been seen **102,985,397** times.

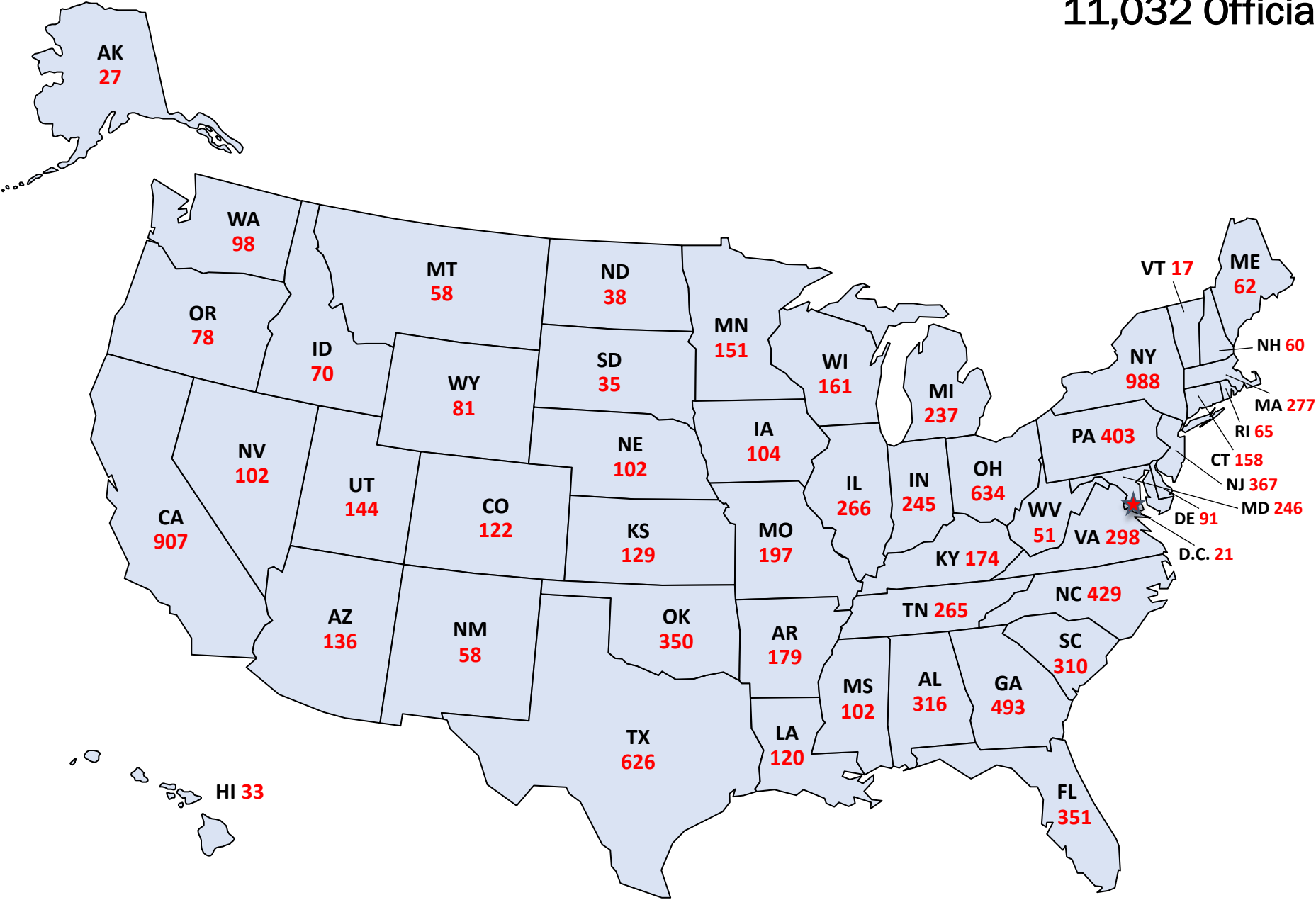




Since the campaign began three years ago, more than **37,433** people have signed up to receive more information on becoming an official.



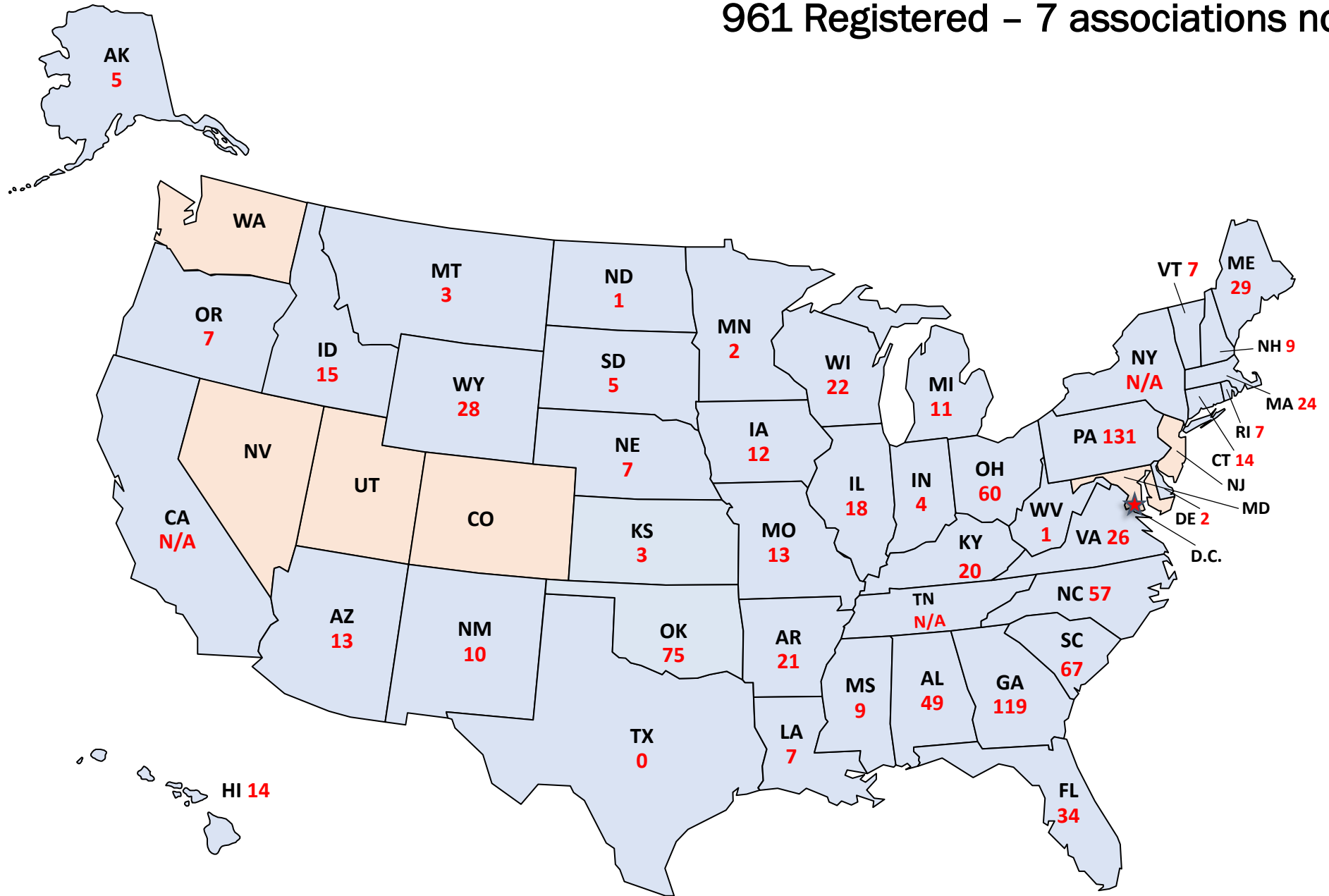
11,032 Officials Interested



*Numbers are from September 25, 2019 – June 1, 2020



961 Registered – 7 associations not reported

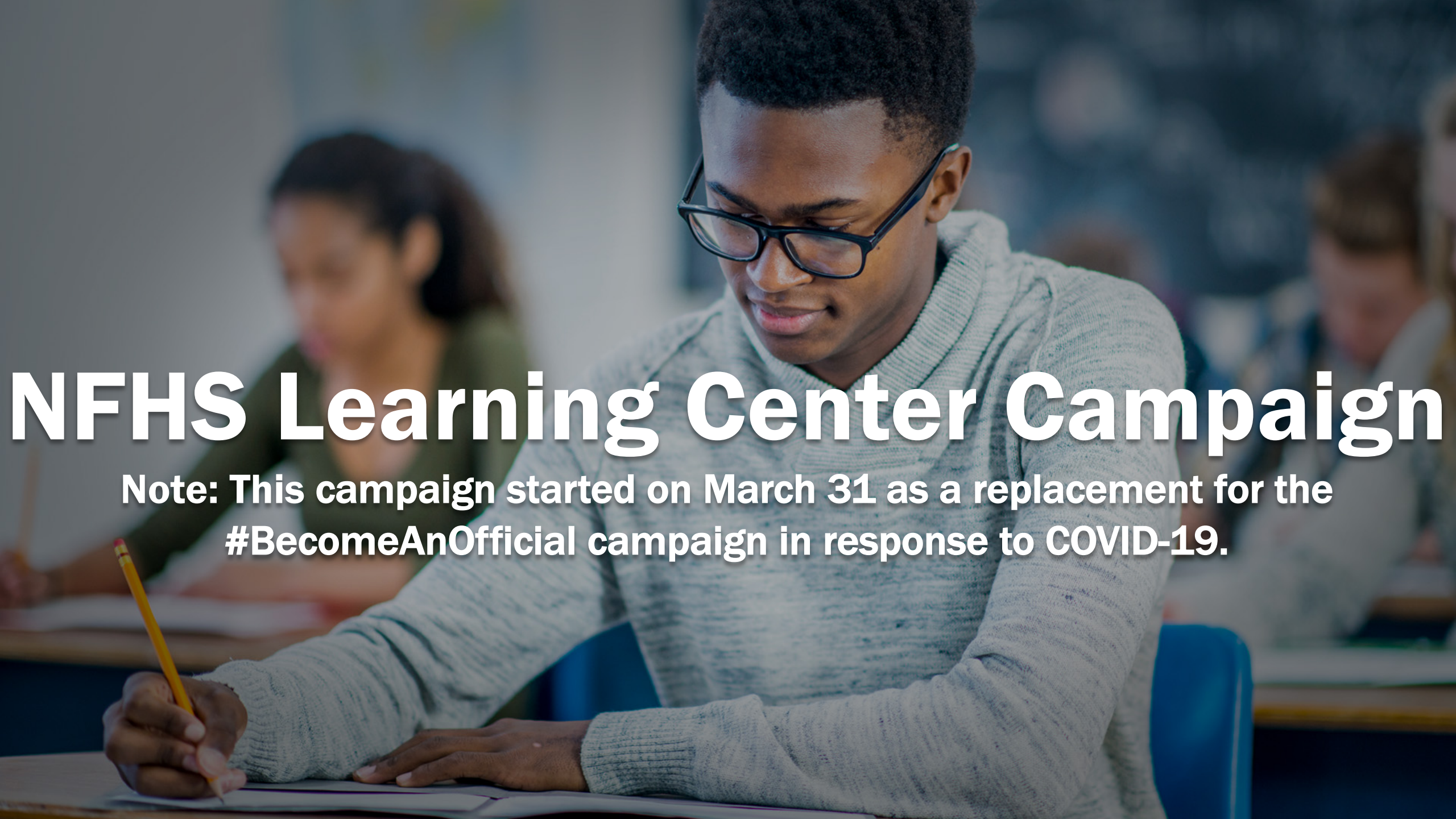


During the 2019-20 school year,
all 51 state associations posted
the #BecomeAnOfficial hashtag
on social media.



Due to COVID-19, this campaign only ran 24 of a scheduled 38 weeks. It was replaced on March 31 by the NFHS Learning Center campaign.



A young man with dark skin and short black hair, wearing black-rimmed glasses and a light grey sweater, is sitting at a desk in a classroom. He is looking down and writing in a notebook with a yellow pencil. In the background, other students are blurred, suggesting a busy classroom environment.

NFHS Learning Center Campaign

Note: This campaign started on March 31 as a replacement for the #BecomeAnOfficial campaign in response to COVID-19.

In the first two weeks of the campaign, all metrics for NFHSLearn.com increased when compared to the same time a year ago:

Users: Up 25.20%

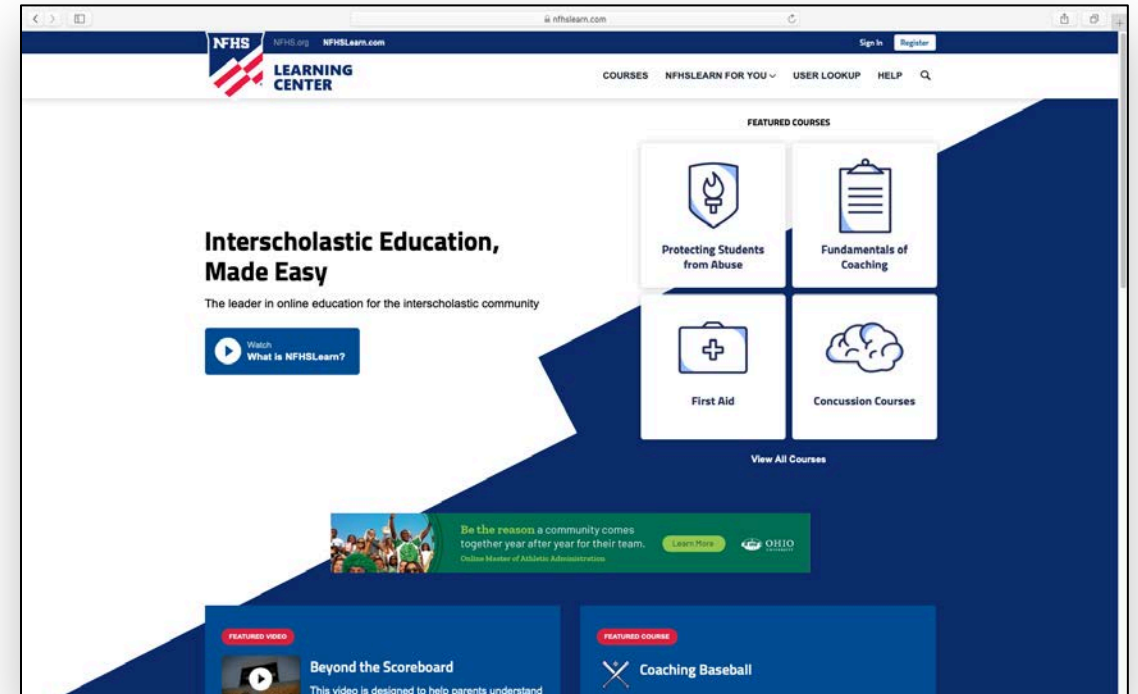
New Users: Up 27.65%

Sessions: Up 38.37%

Pageviews: Up 43.63%

Unique pageviews: Up 31.51%

Courses Delivered: Up 75%



 **National Federation of State High School Associations** April 7 · 🌐

Attention, athletic directors: Be among the first in your state to hang an NFHS School Honor Roll banner in your school gym. Make sure 90% of all your coaches complete four mandatory education courses and then apply through the NFHS Learning Center.

EDUCATION BEGINS HERE

 **NFHS LEARNING CENTER**
NFHSLearn.com

70+ COURSES | 30+ *FREE*



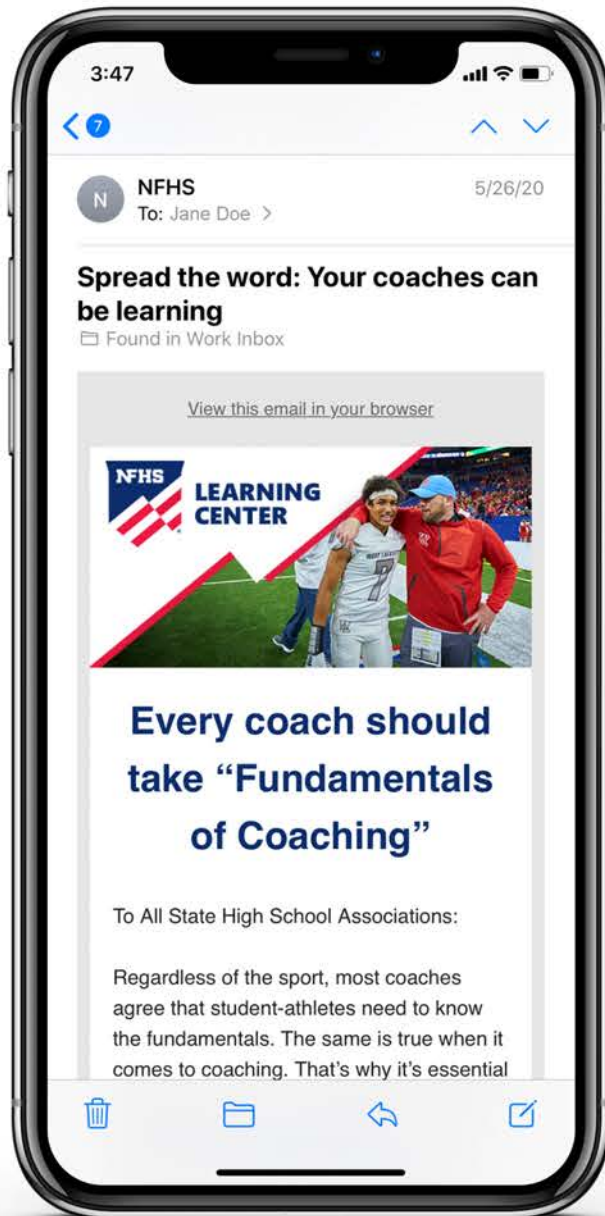
NFHSLearn.com

NFHS Learn | Interscholastic Education, Made Easy

The National Federation of State High School Associations (NFHS)...

In 9 weeks, there were
2,526 Learning Center posts
made by **2,281** unique users,
which reached **11,541,043**
people and were seen
13,045,372 times.





During the 2019-20 school year,
36 of 51 state associations shared
the Learning Center posts on
social media.



2019–20 Campaigns

Total Impressions

Campaign

Impressions

#BecomeAnOfficial

43,172,092

#MyReasonWhy

16,185,414

Together

15,125,491

Learning Center

13,045,372

Total Impressions:

87,528,369



Total Value of Impressions:

\$1,312,925

If the NFHS were to buy these impressions on Facebook and Twitter, at an estimated average rate of \$15 CPM (per thousand), this is approximately what they would cost. This is based on our agency's experience of buying impressions for a number of clients across a number of industries.





Let's look ahead to next year!

#MyReasonWhy | #BecomeAnOfficial | Learning Center | National High School Activities Month | PSA Campaign

#MyReasonWhy

We will be providing all state associations with brand new, completely re-designed posts that remind everyone that the life lessons taught by high school sports were tailor made for life situations just like the ones we're collectively experiencing in the world.

 #MYREASONWHY 



#MyReasonWhy

This campaign will run in 4 flights across the entire school year. You will receive a click-to-post email every **Wednesday**.

Tentative Plan

Flight 1: Aug. 17 – Sept. 28

Flight 2: Nov. 2 – Dec. 14

Flight 3: Feb. 1 – Mar. 29

Flight 4: May 3 – June 14

 #MYREASONWHY 





#BecomeAnOfficial

We will be providing all state associations with brand new, completely re-designed posts!





#BecomeAnOfficial

We'll also be targeting all high school coaches in the NFHS database. They can become an official or might know someone who can.





#BecomeAnOfficial

This campaign will run in 3 flights across the entire school year. You will receive a click-to-post email every **Tuesday**.

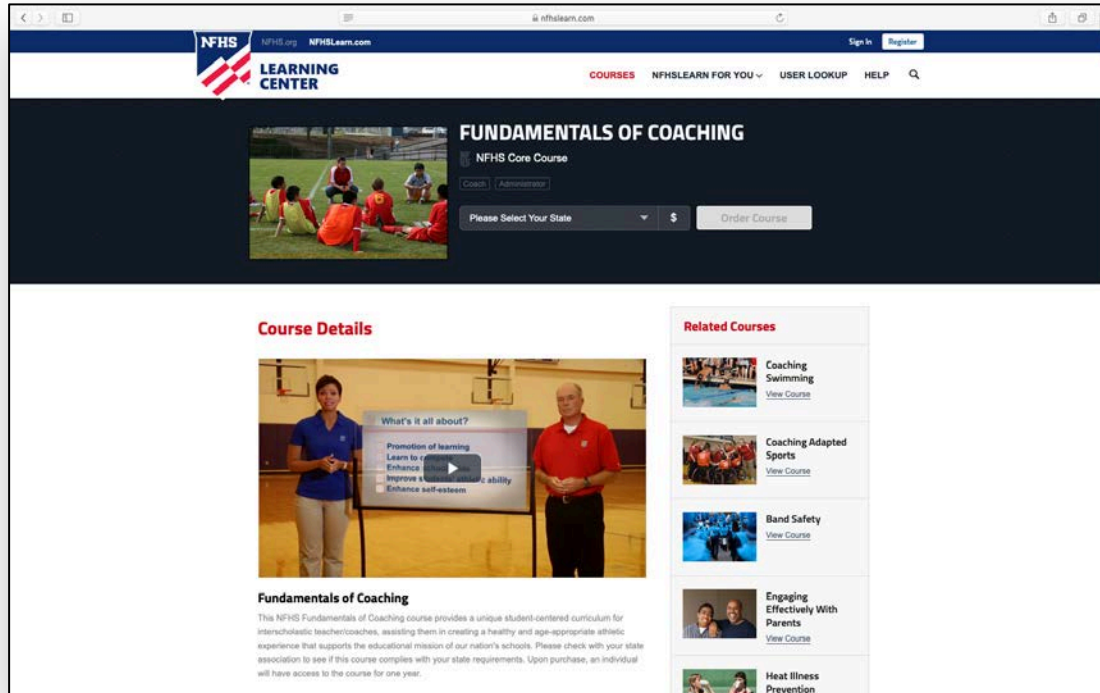
Tentative Plan

Flight 1: Aug. 17 – Oct. 19

Flight 2: Jan. 11 – Mar. 22

Flight 3: May 3 – June 28

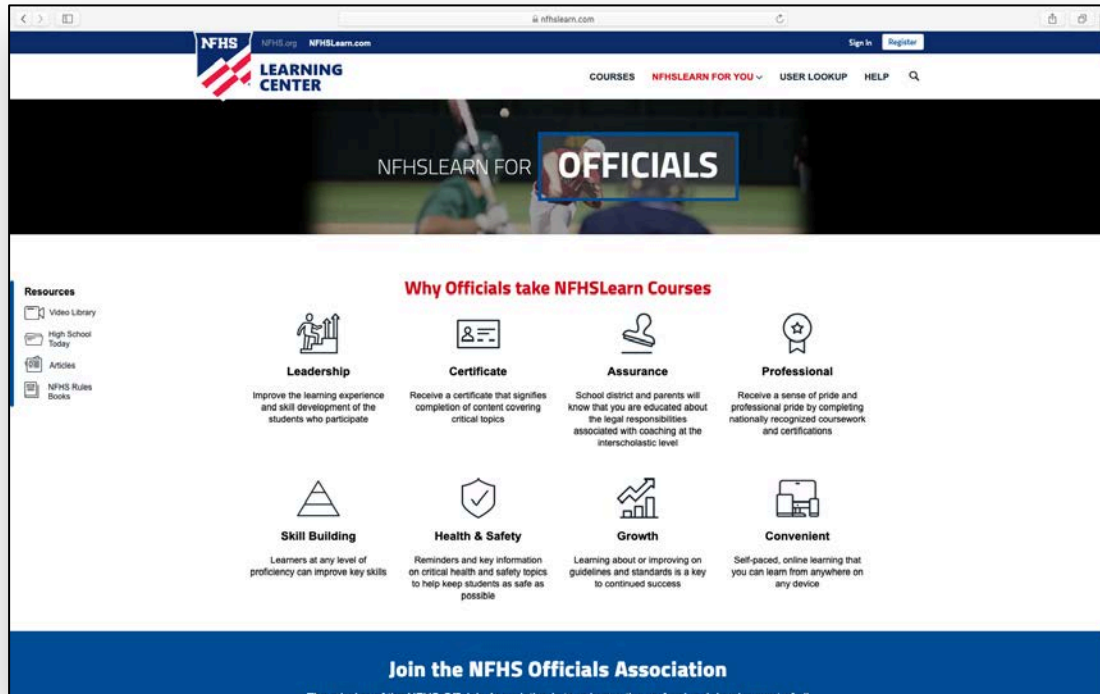




Learning Center Campaign

We will create new push-to-post content for state associations and direct emails for select audiences within the NFHS database (coaches, officials, etc.).





Learning Center Campaign

These posts will be sent throughout the year to encourage coaches, ADs, and officials in your state to continue to learn new skills.



Learning Center Campaign

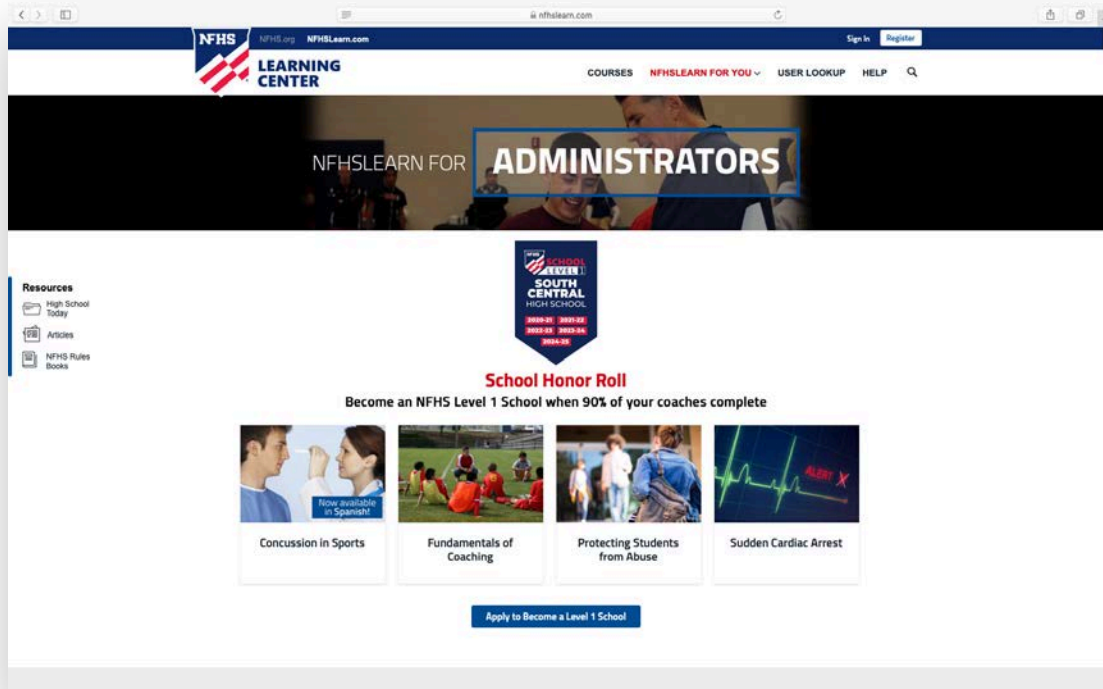
This campaign will run in 3 flights across the entire school year. You will receive a click-to-post email every **Thursday**.

Tentative Plan

Flight 1: Sept. 7 – Nov. 23

Flight 2: Feb. 1 – Mar. 29

Flight 3: May 3 – July 12





National High School Activities Month

OCTOBER 2020

#HSAActivitiesMonth

OCTOBER 2020

National Sportsmanship, Fan Appreciation and Public-Address Announcers Week	National Performing Arts Activities and Local State High School Associations Week	National Coaches, Advisors, Officials, and Sponsors Week	National Community Service/Youth Awareness Week
October 4-10	October 11-17	October 18-24	October 25-31



Execution of #HSActivitiesMonth

- We will host a webinar on Wednesday, September 16 for State Associations to provide information on National High School Activities Month
- During this webinar we will review the toolkit and how to access it
- We will also provide creative ways to implement #HSActivitiesMonth within state associations and member high schools





National High School Activities Month Toolkit

- Updated "National High School Activities Month" digital document that contains ideas to implement each week of #HSAactivitiesMonth
- Dual branded social graphics (Facebook, Twitter, Instagram)
- Prints Ads that can be used in programs, as posters, etc.
- Web banner ads to implement on state association's website
- Email signature banner
- Weekly op-eds during the month of October to feature each week of #HSAactivitiesMonth

PSA Campaign

All new PSAs will be created and distributed digitally to radio stations in January of 2021.



**Thank YOU for your
continued participation!**

