



**APRIL 7-13, 2025**





## Communications Kit

### What is Division III Week?

Division III Week is a positive opportunity for all individuals associated with a Division III institution to observe and celebrate the impact athletics and student-athletes have on campus and in the surrounding community. During the week, every Division III school and conference office is encouraged to conduct an outreach activity that falls into one of three categories: academic accomplishment, athletic experience, or leadership/community service/campus involvement. Division III Week is a strategic initiative that achieves its desired impact from a unity of effort. It harnesses everyone working toward the same goal at the same time to build a greater awareness and understanding of Division III athletics.

### When is Division III Week?

The 2025 celebration begins Monday, April 7, and runs through Sunday, April 13.

### How do we participate in Division III Week?

Each Division III school and conference office is charged with conducting and promoting at least one academic, athletic, co-curricular or extracurricular event that celebrates the comprehensive Division III student-athlete experience.

### Who is involved in Division III Week?

The true essence of Division III athletics is the full integration of our student-athletes into the campus culture. Therefore, in addition to primary participation and organization by the athletics administration and student-athletes, Division III Week could involve the president, faculty, student body, admissions, student affairs and alumni.

### How did Division III Week come to be?

The event is part of Division III's Identity Initiative, which was introduced in 2010 to sharpen the division's identity and enable schools, conferences, and student-athletes to consistently explain why they prefer to compete in Division III. The initiative is guided by a strategic-positioning platform, describing Division III as a place where student-athletes can "follow your passions and develop your potential," through an approach that combines rigorous academics, competitive athletics and an opportunity to pursue other interests.







# Academic Accomplishment Activities

In Division III, we realize that the classroom is the primary setting for **preparing student-athletes** for future success. However, academics are more than just GPAs, test scores and majors; they are a **comprehensive learning experience** that develops successful leaders and professionals. Check out the ideas below of how to celebrate the academic accomplishments of your student-athletes:

- Set up meetings between student-athletes and an array of faculty/student affairs leadership.
- Create a program that tracks and celebrates student-athlete involvement and participation in campus and community organizations, honor societies and committees.
- Collaborate with your Faculty Athletics Representative (FAR) to educate faculty and staff about Division III athletics and the academic accomplishments of student-athletes.
- Allow student-athletes to speak at local elementary schools about their majors and the importance of an education and playing a sport.
- Distribute a newsletter or fact sheet to campus and community constituents to illustrate the Division III student-athlete experience.
- Pitch stories to campus and local media outlets about the academic success of your student-athletes, including data from Division III research initiatives and stories about current and former student-athletes.
- Host a faculty/staff forum on intercollegiate athletics and invite faculty to ask questions and meet student-athletes.
- Create a “faculty sponsor” program, in which each team will have a designated faculty member who will serve as an additional academic resource for student-athletes and can attend games in a “guest coach” capacity.
- Encourage each coach to plan an academic-focused workshop for their team.
- Host a session with study-abroad, internship and externship program coordinators to explore diverse learning opportunities and student-athlete experiences.
- Partner with your student affairs staff to maximize communication about extracurricular positions and opportunities.



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# Athletic Experience Activities

**Passion and sportsmanship** are attributes of the “athlete” in the Division III “student-athlete” paradigm. The “athlete” plays for the **love of the game, strives for excellence** in all facets of life and perseveres through adversity. During Division III Week, choose an event that celebrates the athletic component of our identity – a true homage to the symbiotic **relationship of athletics and higher education**.

- Host a student-athlete banquet, highlighting team and individual athletic and academic achievements for the year.
- Schedule a nutritionist, sports psychologist or fitness expert to educate student-athletes about athletic best practices and well-being.
- Feature a “day-in-the-life” series highlighting student-athletes and their daily experiences.
- Conduct a youth sports clinic on campus.
- Host an athletics department open house to showcase the accomplishments and contributions of athletics to the campus community.
- Plan a mentoring night for current student-athletes.
- Host a student-athlete/student body/faculty field day.
- Ask the Student-Athlete Advisory Committee (SAAC) to participate in the development of departmental policies that directly impact student-athletes.
- Host a Division III Week barbeque or event at a spring sporting event and invite campus and community members.
- Organize a pep rally on campus for the entire student body to collectively celebrate athletics.
- Sponsor a reunion or recognition event that honors former student-athletes.
- Create a Division III Week presentation for different entities on campus.
- Produce a publication featuring model student-athletes, their accolades, and involvement in the campus and local community.





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Special Olympics  
Unified Champion  
Schools

## Leadership/Community Service/Campus Involvement Activities

**Citizenship and responsibility** are Division III attributes. Student-athletes **giving back** enhances the comprehensive learning component of Division III, and provides **a venue for passion and service**. Division III institutions are strongly encouraged to engage in an activity with **Special Olympics**, the division's official community service partner. If your institution is unable to organize a Special Olympics event in this timeframe, below is an assortment of other activities to help observe Division III Week. The NCAA Division III Student-Athlete Advisory Committee (SAAC) also has multiple initiatives that campuses are encouraged to embrace.

### Current National SAAC Initiatives

Engage your campus SAAC in discussion around these nationwide initiatives, as Division III Week is a great time to launch or promote your SAAC's involvement. More resources are available on the [Division III National SAAC page](#), and videos are available for download on the [Videos and Resources page](#).

- **It's On Us** - The national SAAC took the **It's On Us pledge**, a promise to help keep all people safe from sexual assault, and encourages teams and schools to do the same.
- **You Can Play** - The national SAAC commits to an equitable and respectful environment for athletes without regard to sexual orientation, and reminds everyone that "You Can Play" in Division III.
- **Your Voice Matters** - The national SAAC explains how SAAC is structured and how the committee works to benefit all student-athletes.

### Community Service Ideas

- Host a blood drive on campus sponsored by the athletics department, with student-athlete volunteers and organizers.
  - Coordinate a Habitat for Humanity build in your local community.
  - Organize a fundraiser for Special Olympics or a local charity, such as a dance marathon, a golf outing, a 5K, tricycle races, etc.
  - Partner with local schools to promote the importance of literacy by providing a reading rewards program.
- Honor local military families by designing special clinics, recognizing them at events, or sending care packages overseas.
- Volunteer at a nursing home, children's hospital or homeless shelter.
- Organize a trip to a food bank to help sort and package food.
- Lead a campuswide cleanup day.

## Special Olympics Activities

Use the Event Planning Guide on [ncaa.org/D3SpecialOlympics](https://ncaa.org/D3SpecialOlympics) to initiate a Special Olympics event. The first, and most important, step is to contact your state [Special Olympics representative](#).

- Coordinate a unified sports activity during which everyone participates together.
- Host a Special Olympics activity.
- Plan a Special Olympics exhibition game.
- Invite Special Olympics athletes to games, giving them a VIP fan experience.
- Host Special Olympics athletes as honorary captains.
- Volunteer at Special Olympics events as officials, coaches, etc.
- Develop a "Spread the Word to End the Word" campaign on campus.
- Contribute all proceeds from concession sales to Special Olympics.

[ncaa.org/d3](https://ncaa.org/d3)



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## Communications Checklist

This checklist – a resource for campus communicators and Student-Athlete Advisory Committees (SAACs) – is designed to spur additional publicity ideas for Division III Week and to maximize messaging opportunities.

### On Campus / In Conference

- ☐ Develop a social media engagement plan to share photos, videos, and stories through all campus/conference and athletics web pages, Facebook pages, Twitter feeds, Instagram and YouTube pages.
- ☐ Enlist SAAC members, other student-athletes, coaches or administrators to write a testimonial of what Division III and your institution/conference mean to them.
- ☐ Brainstorm with the university and alumni relations departments to identify opportunities to include Division III Week in communications to alumni, prospective students and faculty.
- ☐ Promote Division III Week activities and stories through the student paper, radio station and/or television station.
- ☐ Promote Division III Week in the student union or through the student government.
- ☐ Identify public-facing campus/conference outlets to share Division III Week stories (e.g., President's blog, commissioner/director of athletics Twitter account).
- ☐ Promote Division III Week on signage, sandwich boards, table tents or bulletin boards.

- ☐ Use the customizable Division III Identity videos and other Division III videos. Download these tools on the [Videos and Resources page](#).

### NCAA

- ☐ Share stories with the NCAA through the [d3identity@ncaa.org](mailto:d3identity@ncaa.org) email address and via the DIII Week [reporting form](#), so that the NCAA can quantify the collective impact of Division III Week. The NCAA will also share submitted stories on [ncaa.org](http://ncaa.org) and the Division III social media platforms.

### Local Media

- ☐ Explore campus connections with local newspapers, magazines, websites, radio stations or television reporters.
- ☐ Pitch stories to targeted outlets, making sure to emphasize your campus' involvement in Division III Week and the national impact of the event.
- ☐ Incorporate Division III Week messaging into broadcasts or webcasts of your games via videos, photos, PA scripts, NCAA PSAs, etc.



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## Social Media Editable Graphics

Editable graphics branded with “DIII Week” will be available to DIII schools and conferences to use on social media. These will include Photoshop documents (.PSDs) that serve as templates that athletics communications professionals can update. The DIII Week logo and fonts will also be shared and available for use.

### Possible Social Media Language

Social media posts should focus on celebrating Division III and provide engaging content for audiences that will inform and create interest in the benefits of the division for student-athletes.

Potential copy for graphics, photos, captions and videos includes:

- Discover. Develop. Dedicate.
- Why D3?
- XYZ University is proud to celebrate DIII Week
- X days until DIII Week!

### Social Media Hashtag

Consider sharing posts on social media leading up to and during DIII Week using the hashtag #D3Week. Encourage others to use the hashtag as well.

Additionally, the official hashtag of Division III is #WhyD3, which can be used in conjunction with #D3Week in social media posts.

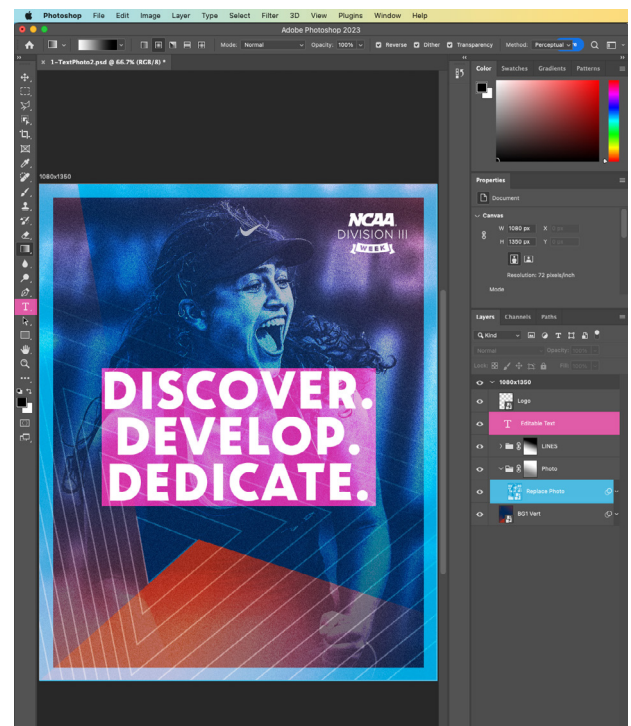
### Accessing DIII Week Logo and Social Media Templates

Information on DIII Week, including the DIII Week logo and social media templates, can be found [here](#).

### Using Social Media Templates

Text can be edited by selecting the Photoshop Type tool and double-clicking on the “Editable Text” layer (marked in magenta below).

Photos can be replaced by double-clicking the photo icon on the “Replace Photo” layer (marked in cyan below). The photo layer is a smart object and will apply a photo treatment equally to all photos placed in the file.



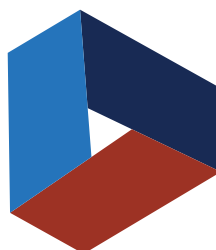


## DIII Week Brand Assets

DIII Week brand font Supria Sans is an Adobe font and can be activated on [fonts.adobe.com](https://fonts.adobe.com).

**SUPRIA COND BLACK**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*SUPRIA SANS COND MEDIUM ITALIC*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



PANTONE 295 C



PANTONE 7462 C



PANTONE 3005 C



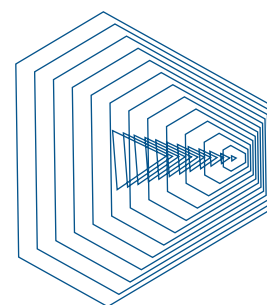
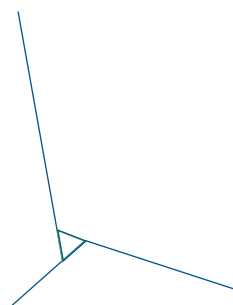
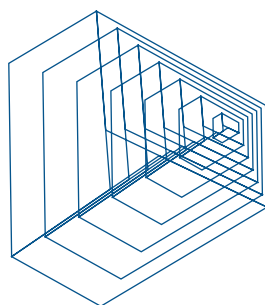
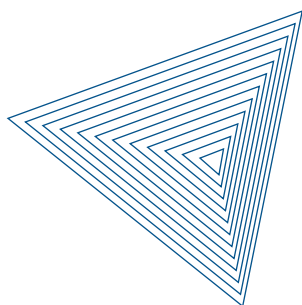
PANTONE 484 C



PANTONE  
COOL GRAY 5 C



PANTONE  
COOL GRAY 1 C





## DIVISION III WEEK



# DIII Week Brand Assets

## Resources

[DIII Week Homepage](#)

[DIII Week Reporting Form](#)

[DIII Week Editable Graphics](#)

[DIII Homepage](#)

[DIII National SAAC Page](#)

[DIII and Special Olympics](#)

[DIII Facts and Figures](#)

[DIII Talking Points](#)

[DIII PSA Scripts](#)

[Special Olympics Reporting Form](#)

## Future Dates

April 6-12, 2026

April 5-11, 2027

## Social Media

 [Division III X](#)

• [#D3Week](#)

• [#NCAAD3](#)

• [#WhyD3](#)

 [Division III Facebook](#)

 [Division III YouTube](#)

 [Division III Instagram](#)

## Contact

**Katie Mucci**

Assistant Director of Division III Governance

[kmucci@ncaa.org](mailto:kmucci@ncaa.org)



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