

APRIL 6-12, 2026





## 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 2026 celebration begins Monday, April 6, and runs through Sunday, April 12.

### 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.



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## 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 barbecue 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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## Community Service & Campus 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**. These experiences help develop leadership, empathy and a sense of purpose that extend far beyond the playing field. The NCAA Division III Student-Athlete Advisory Committee (SAAC) supports this commitment to engagement through multiple initiatives, providing campuses with resources and opportunities to get involved. By embracing these initiatives, campuses can foster a culture of service, leadership and community connection among student-athletes, further enriching the Division III experience for all.

### 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](#).

- **#ThriveTogether** - National SAAC supports the mental and physical well-being of student-athletes, emphasizes the importance of life beyond sports and advances Division III initiatives.
- **Congressional Engagement** - National SAAC advocates and shares the student-athlete experience, highlights initiatives, and encourages involvement.
- **DIII Downloads** - National SAAC shares informational videos on Division III sports, legislation and key campaigns to educate 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.



## Community Service & Campus Activities

### Champions in Every Form

Join us on **Tuesday, April 7** as we commemorate 15 years of Division III's partnership with Special Olympics North America. Share your experiences and celebrate the meaningful connections this collaboration fosters across Division III campuses and conferences.

### One Day. One Logo. One Message.

Use the Special Olympics **editable graphics** and the **15th anniversary logo** to highlight how your institution or conference has engaged with Special Olympics. Potential ideas include:

- Share what Special Olympics means to your campus or conference.
- Ways your campus or conference supports Special Olympics.
- Testimonials from Division III student-athletes and Special Olympic athletes.

Share your stories and include #D3SO15 and #UnifiedPartner.

### 15th Anniversary

The partnership between Special Olympics and NCAA Division III was established in 2011 through the leadership of the NCAA Division III Student-Athlete Advisory Committee to enrich the lives of both Division III student-athletes and Special Olympics athletes through their shared passion for sport. Since then, more than 110,000 Division III student-athletes and 160,000 Special Olympics athletes have participated in Unified experiences, contributing over 650,000 hours of service and raising more than \$600,000 to support inclusion through sport. The 15th anniversary design was created with input from the Division III National Student-Athlete Advisory Committee, Special Olympics athletes and Bobby Jones, a Special Olympics athlete from Virginia and communications coordinator for Special Olympics North America.



## Get Involved with Special Olympics

- Use the Event Planning Guide on the **DIII Special Olympics Partnership** page to initiate a Special Olympics event. The first, and most important, step is to contact your state **Special Olympics representative**.
- Organize "Special Olympics Game Day" where a portion of ticket and concessions sales go to support Special Olympics.
- Promote becoming a Special Olympics official or coach to fellow students.
- Share stories on social media highlighting Special Olympics athletes and events.
- Develop a "Spread the Word to End the Word" campaign on campus.



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## Communications Checklist

This checklist – a resource for both campus and conference 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, X 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 include:

- 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.

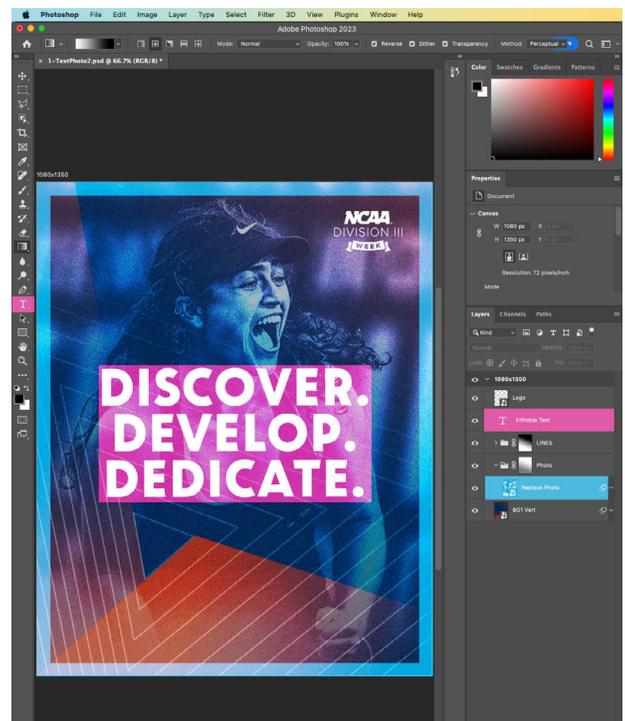
### Accessing DIII Week Logo and Social Media Templates

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



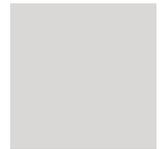
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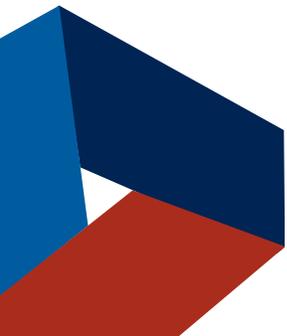
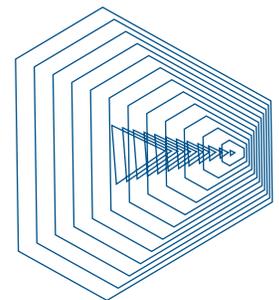
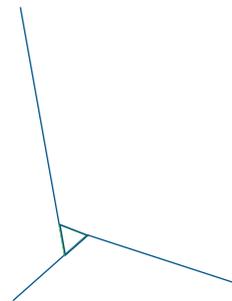
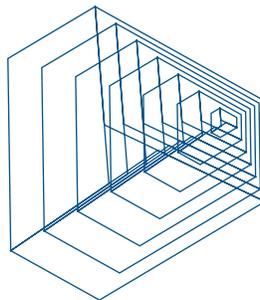
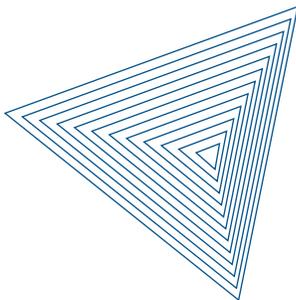
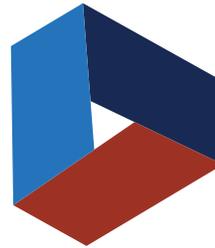
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PANTONE COOL GRAY 1 C





## ***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 5-11, 2027**
- April 3-9, 2028**

### **Social Media**

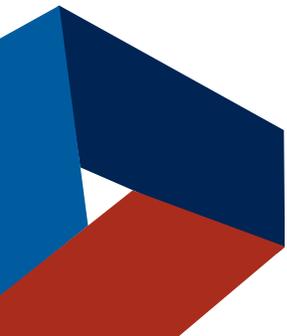
-  **Division III X**
  - #D3Week
  - #NCAAD3
  - #WhyD3
-  **Division III Facebook**
-  **Division III YouTube**
-  **Division III Instagram**

## ***Contact***

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