


2025 Student-Athlete Advocacy Toolkit

 Spring 2025 |  Make Your Voice Heard


Why It Matters


College sports are evolving, and Congress is listening. Now is the time to share your experience as a student-athlete and advocate for fair, national rules that protect opportunities in college sports.

Key Messages

 College sports are thriving – Hundreds of thousands of student-athletes are living out their dreams while earning an education.




 We fuel Team USA – 65% of Team USA at Paris 2024 were NCAA athletes. College sports play a crucial role in supporting Olympic development.

 Fair rules matter – States are passing conflicting laws, creating an uneven playing field. We need Congress to allow the NCAA to set clear, national rules for NIL and eligibility.

 Student-athletes are not employees – Being forced into employment could jeopardize thousands of programs, especially Olympic sports, women's sports, HBCU programs, and DII/DIII schools.

How You Can Help





◆ Post on Social Media – Share your thoughts using **#ProtectCollegeSports** and tagging **@NCAA**. Video ideas:

-  "Why I Love College Sports" – Share how college sports have impacted your life.
-  "My Message to Congress" – A short video on why fair rules matter.
-  "We Are More Than Revenue" – Highlight the value of non-revenue sports.

◆ Engage with Congress Members on Social Media – tag former student-athletes in Congress who understand the value of college sports.

◆ Check out Avery Hellmuth's [video](#) - she's a DII student-athlete from Oklahoma Baptist!

Video Tips

-  Record vertically and in the center of the frame
-  Find good lighting
-  Record in a quiet area
-  Introduce yourself with your name, sport, and school

Together, we can protect the future of college sports! When you post on social media and start writing letters to Congress, make sure to send an email to Austin Meo (ameo@ncaa.org)!