

Division III Life Hacks

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1) Fundraising

- a) Army Football Games/Large Sporting Events – Approximate Annual Income (AAI): \$6,000-\$9,000
- b) Camps (Developmental and Prospect) – AAI: \$5,000-11,000
- c) Team Store (Online) – AAI: \$1,000
- d) Discount Card Fundraiser – Local vendors provide discounts and team sells cards for them - AAI: \$1,000
- e) Local Restaurant Promotion (ex. Restaurant will hold a three hour window where they give your team 10% of the profit provided customers shows flyer/discount code) – AAI: Minimum \$1,000 - (variable depending on restaurant/time)
- f) Free-Throw-A-Thon – Variable Income
- g) Concessions at College Athletic Events – Variable Income
- h) Open Gym Night – Parents pay \$50 to drop off their kids for three hours while they do a date night – Variable Income

2) Utilizing Google Drive for Literally Everything

UCWB utilizes Google Drive as a free way to keep everyone on the same page, and here's how we do it

- a) All players and coaches have ability to access the “UCWB” Google Drive (no one else can access, or download/print from this folder).
- b) Every time we teach something new in a practice, we IMMEDIATELY upload a diagram and accompanying clips (where applicable) to either the “Offensive Plays/Concepts” or “Defensive Plays/Concepts” folder.
- c) All of our team’s agreed upon standards, meeting notes, base expectations, and key on-court terms are featured in the “Team Manual” folder.
- d) Customized individual in-season and offseason workouts are uploaded in a “Drill and Skill Work” folder.
- e) Every time we video tape a practice or scrimmage, we upload the footage to our drive along with “3 Up 3 Down 3 In the Middle.” – see attached document.
- f) Tracking Recruiting Progress, Academic Progress, and Achievement of Program Benchmarks.
- g) The “Watermelon Challenge”

3) Recruiting: Unofficial and Official Visits

So we've all heard it before – Recruiting is the bloodline of any program. How can you make your program feel like a higher budget program that you may be competing with when recruits come to campus?

- a) Initial Outreach: Personalize to separate yourself from the rest of the pack
- b) Unofficial Visits
 - Take time out of your day to really connect with the prospective student-athlete
 - Personal Tours
 - Information Sessions through your Admissions Office
 - Player meetings/informal Q/A opportunities
 - Wrap up with the Coaching Staff
- c) Official Visits
 - Using google drive to help coordinate/provide players with info
 - Providing Itinerary to prospective student-athlete
 - Initial greeting with host/coaching staff (Hint: Provide parents/guardians with ideas of things to do while they are in the area that act as highlights for your university/college)
 - Optional pick up (if out of season and players organize)
 - Attend a Class
 - Meet with someone from the career center
 - Attend a Strength & Conditioning Session
 - **Meals with team**
 - Time with team in the evening/authentic experience
 - Wrap up with Coaching Staff (Specific Welcome/ What would they look like in a “Brewer” uniform?)
 - ***If they have not done an unofficial visit, include these things as well

4) Free and Cheap Team Building/Leadership Development Ideas

- a) Utilize Residence Life Staff to learn team building and group process activities
- b) Visit residentassistant.com to think of a fun and out of the box way to start a practice
- c) Your Career Center more than likely has free “tokens” to access multiple individual and team assessment inventories (Strengths, MBTI, DISC Assessment, Strong Inventory etc.)
- d) If your campus has a center for student leadership and engagement, EMAIL THEIR DIRECTOR RIGHT NOW.
- e) Non-basketball 1-on-1 meetings
- f) Email zeitmanj@union.edu for an entire presentation's worth of notes about different team building activities, why they're important, and the best ways to implement them.

5) Social Media/Promotion/Graphic Design

- a) Instagram, Twitter, Facebook – PRESENCE
- b) Provide a “behind the scenes” look to your program in an elite manner (In elite programs, all the little things matter: practices, lifts, community service, etc.)
- c) How to gain followers – promotion and more purposeful methods of hashtags
- d) Trends: BE UP TO DATE – mannequin challenge, drive by dunk, in my feelings, duo challenge, etc.
- e) Show players/coaches as people – personal looks, charity functions, etc.
- f) BE DILIGENT ABOUT POSTING – don’t commit to any trend, hashtag, or consistent method of social media that you aren’t willing to GO ALL IN ON CONSISTENTLY
- g) When it comes to graphic design and the posts themselves, here are some of our favorite free and really cheap apps:
 - Preview (macbook and other apple products)
 - Paint.net (pc)
 - GIPHY says/ Make a GIF
 - Ripl
 - Photoshop Mix / Photoshop Express
 - Superimpose
 - Photo splash
 - Square Size
- h) UTILIZE GOOGLE AND YOUTUBE. In an hour you can learn how to do anything on paint.net or preview

Sample Graphics (all of these cost nothing to make)

Classes of 2019, 2020 and 2021 ...

**JUST A FEW
SPOTS
LEFT!**

**VASSAR WOMEN'S BASKETBALL
PROSPECT CAMP**

JUNE 29 - JULY 1

**SEE FOR YOURSELF ALL THAT VASSAR HAS TO OFFER!
MEET CURRENT PLAYERS AND WORK
WITH THE VASSAR COACHING STAFF!**

Register at
www.VassarSportsCamps.com/Girls_Basketball.htm



GAME DAY



V

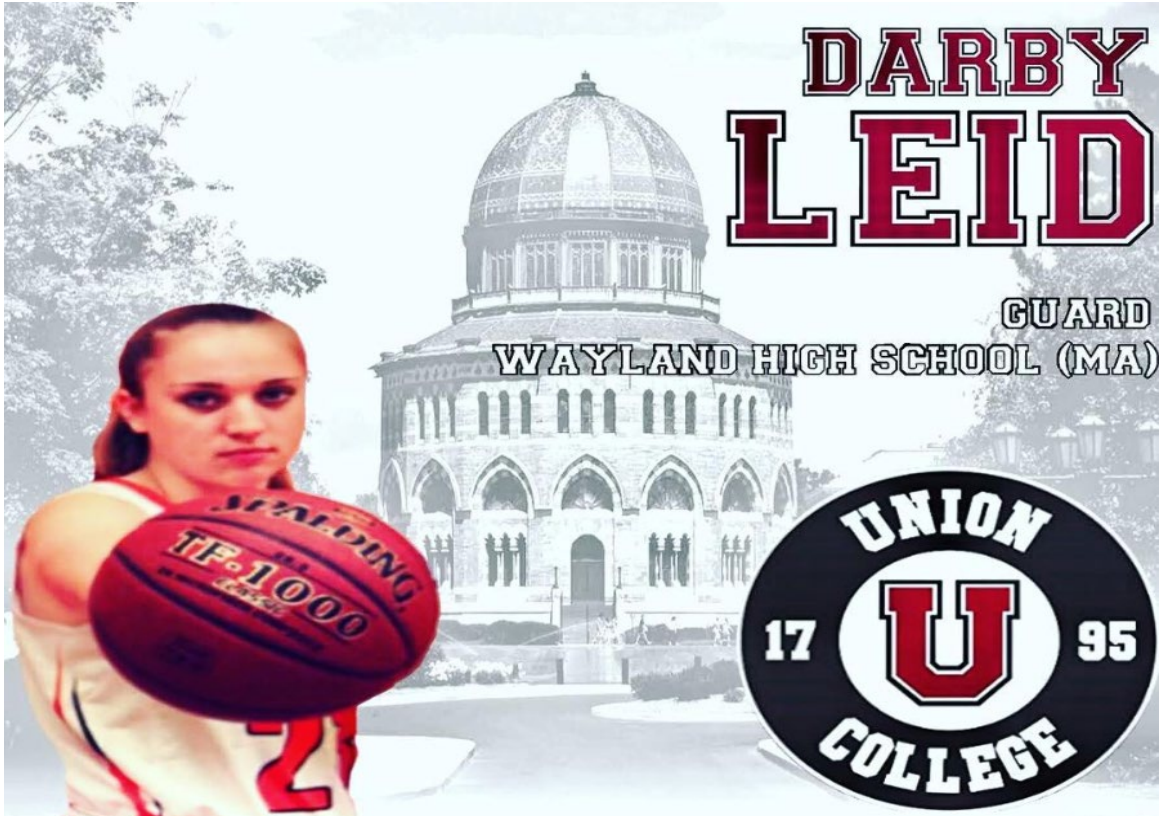
**WILLIAM SMITH
HERONS**

Vassar vs. William Smith | 2:00 P.M | Geneva, NY



UCWB PROSPECT CLINIC

Sunday September 23rd, 8:30am
Viniar Athletic Center at Union College
Contact zeidmanj@union.edu For More Info



DARBY LEID

GUARD
WAYLAND HIGH SCHOOL (MA)



3 Up 3 Down 3 In the Middle: Sample Page

UP

1) PRESS 3: First play of video

- a. The biggest area of improvement in our press for week two is our conscious choice as a team to be more aggressive with it. As you'll see watching the tape, our front line was not consistently attacking to proper cushions and our back line was not rotating fast enough to try and trap at the sideline. That said, this was the first play we really got it right, and we immediately forced a turnover and got a bucket out of it. GREAT JOB by Laura and IreLee to show trap at the sideline which forced an errant pass.

2) QUICK STRIKE 3: 50 seconds in

- a. The offensive execution in transition on this play is nearly perfect. I think we can get the ball in a little faster and Amber should keep focusing on breaking towards the sideline for an inbounds. But this is an exceptional sideline push and exceptional offensive positioning by Elly.

3) REBOUND RULES 1: 1:00 in

- a. Corina makes this play happen with perfect execution off the drag screen. We can't get the full sideline push because the corner is covered, so Sophie smartly goes to set a drag screen. Corina does not wait for Sophie (which is the correct thing to do on a drag screen) and the angle of Sophie's screen is facing the corner, which allows Corina to accelerate and get to the opposite slot. Ideally, Nicole would come up and screen for Sophie to continue the play. But Sophie saw that Elly was in drop coverage and that Corina was able to take Elly really far away from the play. Solid play by two veterans. Also, please listen for the sound of Corina telling Sophie to shoot. Corina did this 3 times over the course of this scrimmage, and all three ended up being makes. Nothing better than setting up a teammate with confidence!