



Sample Letter to Cheerleading Advisors and Cheerleaders

The role of cheerleaders for our athletic teams is an important one. The support you provide can help shape the atmosphere of our contests.

As a student-leader, the benefits of athletic involvement are the same for you as for those participating on the playing surface. Integrity, fairness, respect and the principles of good sportsmanship are lifetime values. With them, the spirit of competition thrives, fueled by honest rivalry, courteous relations and graceful acceptance of the results.

A cheerleader should be a true leader within the school and the community. A cheerleader knows that athletic competition builds character and shapes lifetime attitudes.

Goals for cheerleaders should include:

- Realizing that athletics are part of the educational experience, and the benefits of involvement go beyond the final score of a game;
- Leading our spectators in positive cheers that encourage our athletes; and actively discouraging any cheers that would redirect that focus—including those that taunt and intimidate opponents, their fans and officials;
- Learning, understanding and respecting the rules of the game, the officials who administer them and their decisions;
- Respecting cheerleaders and athletes from opposing schools as fellow students; and acknowledging them for striving to do their best;
- Developing a sense of dignity under all circumstances; and
- Educating other students and fans about the rules of the game, and the value of sportsmanship.

Cheerleaders are spokespersons for our school! Cheerleaders' actions are viewed by family and friends, opposing fans, the local community and the media. Your actions should remind us that sport is meant to be fun. Your display of good sportsmanship will show the most positive things about you and our school.

We look forward to watching you in the year ahead, and appreciate your continued support.

Sincerely,