



Sports Career Consulting Teacher Lesson Plan Guide – NFL My Cause My Cleats

In this lesson, you will learn:

- Describe the concept of publicity
- Discuss the impact of social issues in society within the sports and entertainment industry
- Explain the purpose of goodwill
- **Activity:** Design your own cleats to support a cause

RESOURCES	QUESTIONS
<p>DISCUSSION PROMPTS</p> <p><i>Estimated time: 5 mins</i></p> <p>1 Review the “MyCause My Cleats” website links and complete list of player causes supported this season and then discuss these questions with your classmates or with a partner.</p>	<p>WEBSITE LINKS</p> <p>https://www.nfl.com/causes/my-cause-my-cleats/</p> <p>https://www.nfl.com/news/record-number-of-nfl-players-raise-awareness-through-my-cause-my-cleats</p> <p>Auction site: https://nflauction.nfl.com/iSynApp/showPage.action?sid=1100783&pageName=partners&pgmode1=myCleats&pgmode2=partner&pgmode3=curbid_desc</p> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. Why do you think NFL players are not regularly allowed wear whatever they want on their cleats? 2. Should they be able to in your opinion? Why or why not? 3. Have you heard of the NFL’s My Cause My Cleats initiative? What is it? 4. What do you think the NFL and its players hope to accomplish through this initiative? 5. How do you think charities and social causes benefit when NFL players wear cleats in support of those causes?
<p>COMPREHENSION CHECK</p> <p>2</p> <p><u>Sports business concepts covered in this lesson plan:</u></p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> 1. What is publicity? Publicity is public information about a company/team, good, or service appearing in the mass media as a news item at no cost to the organization.

<p>Students should review lessons 11.2 and 11.8 in your textbook (SCC's The Business of Sports & Entertainment) to learn about the concepts covered in this lesson plan.</p>	<ol style="list-style-type: none"> 2. What is goodwill? Goodwill is a general willingness to work with a person or organization based on a positive reputation or relationship. Companies and brands generate goodwill in several ways, often through an affiliation with a particular sport, team, league or event. Sports and entertainment organizations generate goodwill through the support of communities and causes. 3. What are social issues as they relate to the business of sports and entertainment? Social issues in sports and entertainment refer to everything from the ethical actions of athletes, entertainers and sport/entertainment organizations to the sports and entertainment industry's efforts to do their part to positively impact society. 4. What are community relations? Community relations refer to activities that focus on an individual or organization's commitment to bettering their respective community. Sports teams and athletes are often quick to lend a helping hand when their communities are suffering, recognizing the powerful platform available to them and the role they can play in helping a community to recover and/or heal.
<p>STUDENT ACTIVITY</p> <p>3</p> <p>SEE "NFL MY CAUSE MY CLEATS" ACTIVITY RUBRIC</p>	<p style="text-align: right;"><i>Suggested estimated time: 120 minutes</i></p> <ol style="list-style-type: none"> 1. Review the following lessons in Sports Career Consulting's textbook (<i>The Business of Sports & Entertainment</i>) along with website links provided in this activity and complete list of player causes supported this season: <ul style="list-style-type: none"> • Lesson 11.2 (Publicity, Goodwill, Community Relations) • Lesson 11.8 (Social Issues) 2. Using the handout provided by your teacher, design your own cleats to support a cause. 3. Choose an NFL player that will wear your cleats and explain how this will help raise awareness for the cause. <p>Your presentation should include the following:</p> <ul style="list-style-type: none"> • Review the concepts of publicity, goodwill, community relations and social issues • Explanation of why you chose to support this cause • Description of how your cleats will raise awareness for the cause • At least one idea for how this initiative can help raise money to support your cause