



Getting Started?

There is some work to be done but don't worry – *FIRST* has great resources thanks to the folks who have already completed the process. Let's get started...

Step 1:

- Assign your team a faculty advisor; i.e., someone willing to support the efforts of the team in pursuit of varsity lettering recognition;
- Schedule a meeting with your high school administrator(s) to request support and approval and let others at your school know of your efforts; i.e., faculty and staff;
- Contact your State's High School Interscholastic League to review current rules/eligibility requirements: <https://www.nfhs.org/resources/state-association-listing>
- Create a team-generated, formal:
 - Code of Conduct; and
 - Team Handbook;

Note: Apply the same rules to your FIRST Team's eligibility requirements and Code of Conduct as those outlined for your school's current Varsity (lettered) Sports/Activities. Directory can be found on your state's website.

- Present your program to the school PTA and the School Board to gather additional support.

Ok, what's next.....?



Step 2:

- Gather and assemble program information and metrics (information may be available via *FIRST* HQ and/or your state Regional Directors) including:
 - # of students
 - Demographics
 - Success metrics (college-going rates, etc...)
 - Program costs (a minimum costs overview is recommended)
- Identify and engage *FIRST* champions in your state; for example:
 - Elected officials, board members, business partners, event sponsors, Regional Directors, Coaches and Mentors;
 - Let them know what the call to action is;
 - Is it active (for example; make phone calls to elected officials, etc...) or
 - Is it passive (for example; attend meetings when needed, etc...)
- Develop key collateral (written material) highlighting the impact of *FIRST* in your state:
 - Talking points - public-ready statements that could be leveraged in a news release, speech, etc...
 - One-page of key bullet points or a brochure; PowerPoint presentation (if warranted);
- Engage *FIRST* membership statewide;
 - Provide regular progress updates via email to keep momentum;
 - Consider sharing relevant resources, etc...;
 - Leverage regional events to foster support and positive conversation
- Connect with your state's scholastic governing body and key leadership;
 - Identify their planning cycle and key milestones/deadlines to coordinate deliverables and check-in opportunities as applicable;
- Ensure regular communication between *FIRST* champions and the scholastic governing body;
 - Share collateral with them as needed;
 - E-mail and phone communication should be leveraged by multiple *FIRST* champions;
- Consider media opportunities to highlight *FIRST* impact; for example,
 - Regional events;
 - Off season events;
 - Student/team appearances at national tradeshows; and
 - Student success stories.