



FOR IMMEDIATE RELEASE

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NABC Introduces Coaches' Voter Engagement Playbook

KANSAS CITY, Mo. – The National Association of Basketball Coaches (NABC) and the nonpartisan ALL IN Campus Democracy Challenge today unveiled the [Coaches' Voter Engagement Playbook](#), a comprehensive resource developed to help coaches support student-athlete voter registration and turnout.

The release of the playbook is the latest in a series of initiatives coming from the NABC and ALL IN partnership. To date, over 340 coaches from every level of college basketball have signed the [Coaches' Voter Engagement Pledge](#) to support student-athlete engagement in the democratic process. Additionally, 120 coaches – including representatives from every Division I conference - have joined the [Coaches' Voter Education Task Force](#), which will serve as a resource to support fellow coaches.

The Coaches' Voter Engagement Playbook provides coaches with step-by-step instructions on how to help student-athletes become engaged voters. The nonpartisan playbook includes key dates, a breakdown of voter registration guidelines, a how-to on participating through mail or in-person voting and a collection of social media tools, along with a list of resources, glossary of voting terms and collection of dos and don'ts.

On Thursday, the playbook was distributed to every member coach of the NABC.

"Through our partnership with the ALL IN Campus Democracy Challenge, our goal is to see 100 percent voter registration and turnout among eligible men's basketball student-athletes this election season," said NABC Executive Director Craig Robinson. "We're thrilled to equip our coaches with the nonpartisan information and resources they need to make that goal a reality."

The NABC's collaboration with ALL IN originated from the NABC Committee on Racial Reconciliation, which identified voter registration and turnout as a top priority.

It also coincides with the #AllVoteNoPlay campaign - launched by a grassroots group of coaches and ultimately endorsed by the NABC - to establish Election Day as a required day off for student-athletes.

More information about NABC and ALL IN voter engagement efforts can be found at nabc.com/voting.

About [ALL IN Campus Democracy Challenge](#)

The ALL IN Campus Democracy Challenge (ALL IN) is a national nonpartisan initiative of Civic Nation, a 501(c)(3) organization. Established in 2016, the ALL IN Campus Democracy Challenge has grown to almost 700 participating campuses in 49 states plus DC with a reach of more than 7.5 million students. ALL IN now has active state level challenges with Secretary of State offices in Michigan and Pennsylvania, as well as pending challenges for 2020 in Colorado, Florida, Iowa, and Wisconsin. ALL IN also supports athletic conference voting challenges across the following athletic conferences: ACC, Big Ten, Big 12, Big Sky, Ivy League, NESCAC, OAC, Pac-12, and So Con.

About the [National Association of Basketball Coaches](#)

Located in Kansas City, MO, the NABC was founded in 1927 by Phog Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently has nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership service and education. Additional information about the NABC, its programs and membership, can be found at www.nabc.com.