



Dear Advisor/Coach:

For over 40 years the United Spirit Association (USA) has been dedicated to providing instruction and competitive opportunities for cheerleaders, with an emphasis on leadership and safety. Perhaps now more than ever, elevating school spirit at games, pep rallies, community events and fundraisers while bringing the student body together to create a sense of campus pride and unity are integral roles of the cheerleader.

As a partner in building strong school spirit programs, we are proud to announce that in 2020 we will once again offer the Squad Credentialing Program that was developed in conjunction with the **National Federation of State High School Associations (NFHS)**. This program will be conducted at all two days or longer Varsity Spirit camps and will focus on two areas: the importance of **SAFETY** and the **FIVE KEY PILLARS** to a successful school spirit program.

1. Crowd Leading
2. Spirit Raising
3. Ambassadorship
4. Athleticism
5. Entertainment

The USA Spirit Nationals, held each February in Anaheim, CA provides an opportunity for teams to showcase their competitive skills and we are proud of the fact that for 35 years the USA stage has recognized teams that make competition a part of a well-rounded program.

To encourage the primary role of the cheerleader on campus, while also providing a fun, exciting and rewarding competitive environment, the Varsity Spirit/NFHS Squad Credentialing program will be a requirement for participation in the USA Spirit Nationals starting in February 2021.

Our Squad Credentialing Program is part of our quest to continually elevate the profile of cheerleaders, whether on campus, at a game or representing your school for any occasion. We are committed to offering comprehensive training to cheerleaders and coaches, and feel very strongly that this is one more way we can ensure that all cheerleaders understand their role, and are knowledgeable about cheerleading safety.

Attached is a Q & A document to address questions you might have. If you have any additional questions, please contact your State Director, who will be happy to assist you.

Sincerely,

Mike Burgess
President

