


THE IMPORTANCE OF A SPIRIT PROGRAM



Spirit Programs have a **direct influence** on the level of school spirit within a school.

4 out of 5 school principals believe that school spirit is a key measure of an effective administration.

"School Spirit is the heartbeat of the school"

75% 

of students with high levels of school spirit perform above average academically.

A SENSE OF BELONGING

Spirit squads provide an alternative outlet for young people to learn about **teamwork, responsibility, dedication, camaraderie, and time management.**

PRINCIPAL APPROVED

92% of school principals agree that **higher levels of school spirit is tied to higher levels of student achievement.** Investing in your spirit squads can help to build that spirit!

HELP BRAND YOUR SCHOOL

Spirit squads are ambassadors of school spirit. Administrators can utilize cheer and dance teams to inspire school spirit throughout the school and community through game day traditions, pep rallies, spirit signs, etc.

PARENTS OF SPIRITED STUDENTS SAY...

Parents of children with a lot of school spirit are more likely than those who don't to say their child:



BEYOND THE GAME

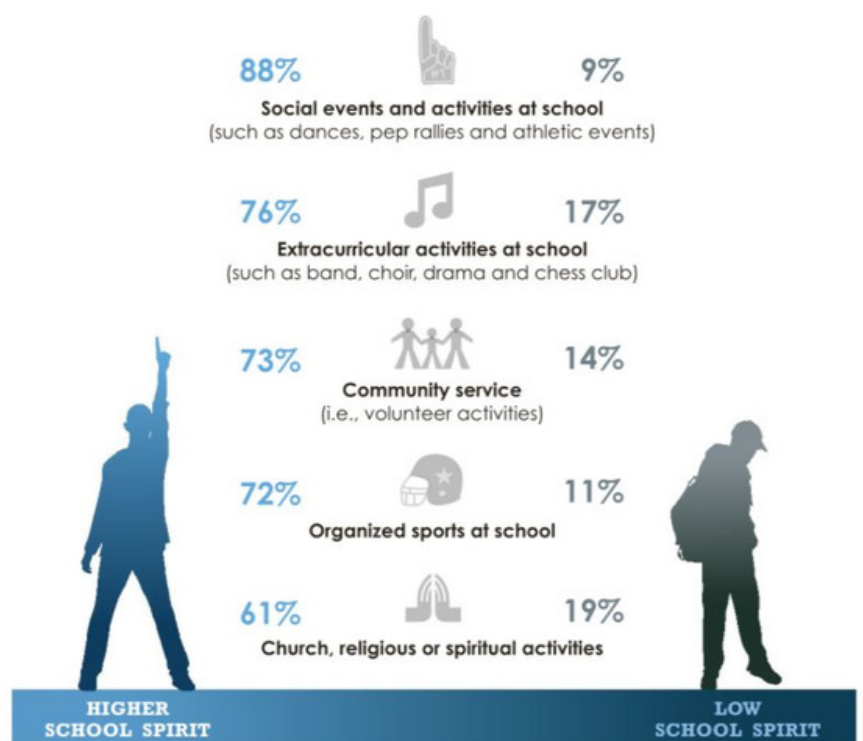


A successful dance and cheer program can ignite higher levels of school spirit across campus. Tasks a spirit squad can take on include:

- Pep rally planning
- Halftime entertainment
- Game day traditions
- Run through signs
- Chants and cheers
- Themes for game days

Higher School Spirit Equals Higher Involvement

Students with higher levels of school spirit are also more likely to be **involved** in each of the following than students with low school spirit:



BUILD COMMUNITY

A dance team can be vital in building school spirit beyond just the school. Teams are typically actively engaged in the community by attending parades, events, and participating in community service, **spreading spirit beyond the walls of the school!**

GRADUATION IMPACT

Students with higher levels of school spirit are **30%** more likely than students with low school spirit to **get mostly As or As and Bs in school**. High spirited students are **33%** more likely to expect to **receive a four-year degree or more following high school** than students with low school spirit.

YOUR SUPPORT MEANS EVERYTHING



Dance team and cheerleading are activities unique to any other. Practices are less about running plays and more about cleaning routines and creating entertaining performances. As an admin, take the time to attend a practice, become involved in a pep rally activity, or ask team members how a competition went. Spirit programs spend most of their time supporting school sports and activities. Their effort unifies school spirit and your interest means so much!

LOOKING FOR MORE INFORMATION?

Don't have a spirit program at your school?

Request a Coach Resource Guide and contact your State Director who can help you get started!

Looking to build enrollment for a current team?

Camp and competition involvement can help better engage athletes. Camp will allow them to set goals and prepare for competition season.

Visit <https://www.varsity.com/publications/varsity-brands-white-paper.html> to view the full School Spirit White Paper