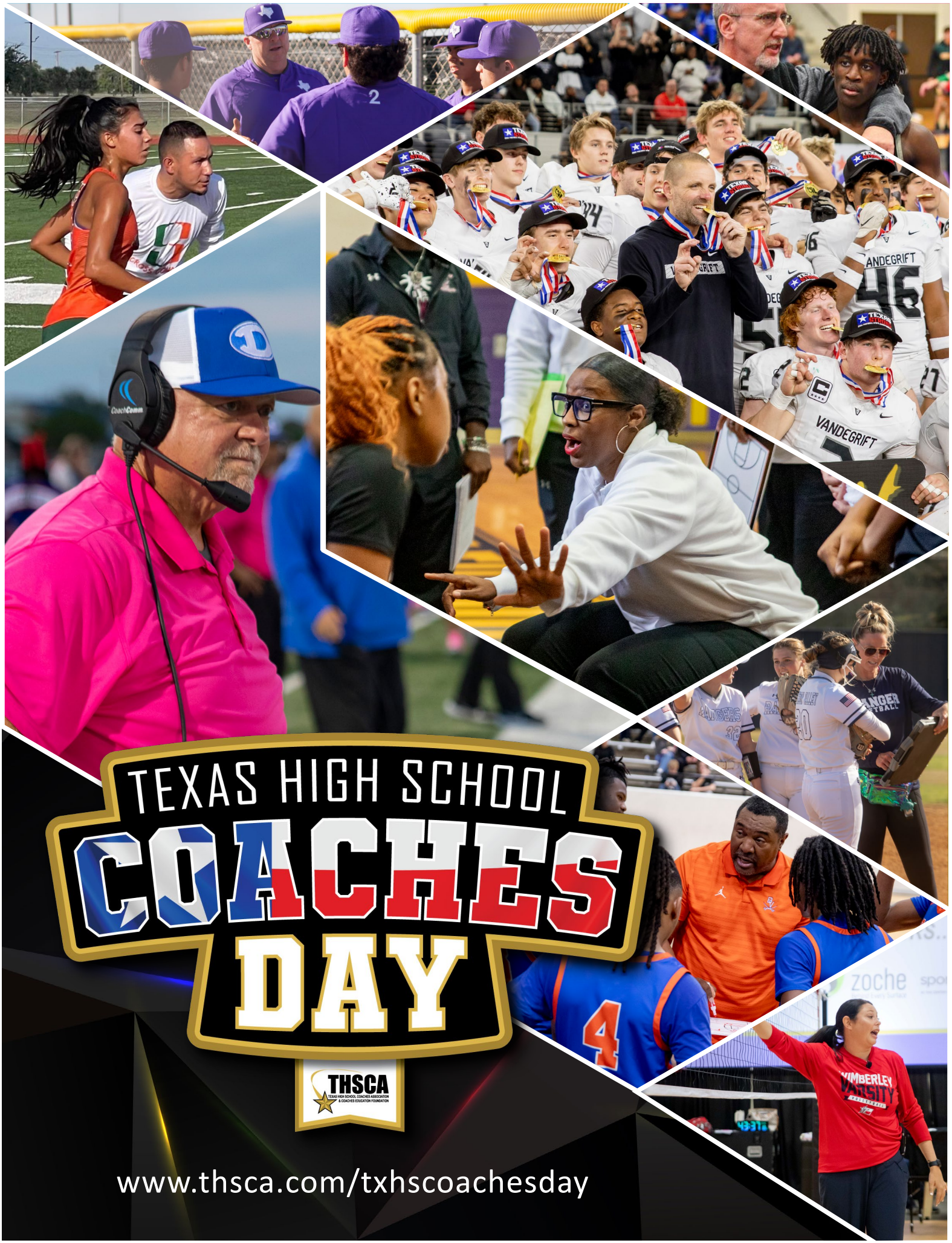
TEXAS HIGH SCHOOL
COACHES
DAY
THSCA
TEXAS HIGH SCHOOL COACHES ASSOCIATION & COACHES EDUCATION FOUNDATION
www.thsca.com/txhscoachesday

A MESSAGE FROM THSCA EXECUTIVE DIRECTOR
JOE MARTIN

Billy Graham once said, “Coaches will impact more people in one year than the average person will in an entire lifetime,” and that’s why it’s so important to celebrate the incredible contributions of our high school and middle school coaches across the State of Texas.

Texas coaches are truly unique. They are not just leaders on the field, but integral to the schools and communities they serve. Our public school coaches are full-time teachers, department chairs, hall and cafeteria monitors, disciplinarians, and grief counselors. They drive buses for field trips, lead pep rallies, maintain fields and facilities, provide security, and even step in as janitors when needed. Coaches are the first to arrive on campus and the last to leave at night. Most importantly, they care deeply for their students and communities without expecting praise or recognition.

That’s why we are especially grateful that the Texas Legislature has established a day dedicated to celebrating coaches. Texas High School Coaches Day will be celebrated on Friday, November 6th, 2026 to recognize the extraordinary role that coaches play in shaping our schools and communities.

We encourage administrators and campus coordinators to find meaningful ways to celebrate your high school and middle school coaches. Head coaches, take the time to honor the hard-working coaches in your program. And for all coaches across Texas, we ask that you reach out to a fellow coach—recognize their efforts, sacrifices, and the passion it takes to be part of the greatest profession in the world.

On behalf of the staff at THSCA, we wish all of you a Happy Texas High School Coaches Day! We remain steadfast in our mission to “Help Coaches Help Kids” and are here to support you and your communities.

Thank you for your continued dedication and service.

Joe Martin
Executive Director
Texas High School Coaches Association

Texas High School Coaches Day Suggested Actions

(and Middle School Coaches too!)

Do you need ideas on how to celebrate coaches for Texas High School Coaches Day? Try one of these suggestions:

School-Wide Recognition

- ★ Make a PA announcement during daily announcements, thanking coaches for their work.
- ★ Honor all campus coaches at a pep rally or school assembly.
- ★ Add a message to the school or district marquee.
- ★ Honor coaches at a school board meeting.
- ★ Create a poster for students to sign.
- ★ Organize a 'Coach Appreciation Spirit Day' where students and staff wear school colors or shirts honoring coaches.

Student & Alumni Engagement

- ★ Make a call out to Alumni to celebrate their favorite coach on social media by sharing stories or memories.
- ★ Ask teams to record and share video messages to their coaches.
- ★ Give coaches a personalized thank you note.
- ★ Create a 'Thank You Wall' where students and athletes can post notes, photos, and memories about their coaches.
- ★ **Reach out to community leaders, professional athletes that are alumni from your school/district, or other famous alumni who participated in athletics and ask them to video their answers to the following questions:**
  - ***How did your high school coaches make an impact on your life?***
  - ***How important are our high school coaches to the overall development of student-athletes?***

  (Tagline suggestion: "Thank you to all our Texas high school coaches for the positive impact you have on young people every day. Optional: And thank you to the Texas High School Coaches Association for helping coaches help kids.") Use the video during the week of Texas High School Coaches Day to thank your coaches.

Community Support

- ★ Ask local businesses to donate lunch or other goods for coaches.
- ★ Give coaches goodie bags filled with snacks or other trinkets.
- ★ Partner with local media outlets (newspaper, radio, TV) to feature stories about the impact of coaches in your district.

Special Events

- ★ Provide coaches with a special tailgate or in-game dinner before or during a football or volleyball game.
- ★ Honor coaches of the visiting team during the game with an announcement, goodie bags, and/or tailgate dinner.
- ★ Put together a highlight video with clips from games, practices, and student messages to premiere at a pep rally or on social media.

Social Media

- ★ Don't forget to use #TXHSCoachesDay and/or tag @THSCACoaches on your social media accounts!
- ★ Launch a week-long social media challenge where students and alumni post their favorite coaching memory using #TXHSCoachesDay.

PA Announcement for Texas High School Coaches Day

Welcome to *[Insert School Name]*! Today, we are celebrating Texas High School Coaches Day by recognizing the dedication of our coaches.

Billy Graham once said, “Coaches will impact more people in one year than the average person will in an entire lifetime.” Our coaches do so much more than coach—they teach, mentor, and serve our students and communities in countless ways.

Coaches continuously go above and beyond to serve students and communities. Tonight, we honor their passion, commitment, and positive impact on our athletes and schools. Please join me in giving our coaches a round of applause for all they do! (**Optional if hosting:** And let’s also recognize the coaches from *[Insert Other School Name]* for their contributions.)

Additional Resource Downloads

Scan the QR Code to Access the following items via Google Drive:

Coaches Day Logo (PNG)

Coaches Day Logo w/ THSCA Logo (PNG)

Coaches Day Poster (PDF)

Video Board Still Graphic (PDF)

Video Board Color Changing Graphic for Spoken PSA (MP4)

Public Address Videos (MP4):

- TXHS Coaches Day PSA (1 min 25 sec)
- Professional Athlete Compilation Thank You Video (2 min 25 sec)
- Professional Athlete Compilation Thank You Video (60 sec)
- Professional Athlete Compilation Thank You Video (30 sec)
- Professional Athlete Compilation Thank You Video (15 sec)