

The Athletic Director Pitch: How to Get Your School to Fund Nutrition Education

A complete guide for coaches to make the case to their athletic director for nutrition education funding, including a one-page proposal template, ROI calculations, and a 3-minute pitch script.

ACCESS
Free resource

AUDIENCE
coach

READ TIME
6 min

AUDIENCE
Coach

WHY THIS MATTERS

You know your athletes need better nutrition support.

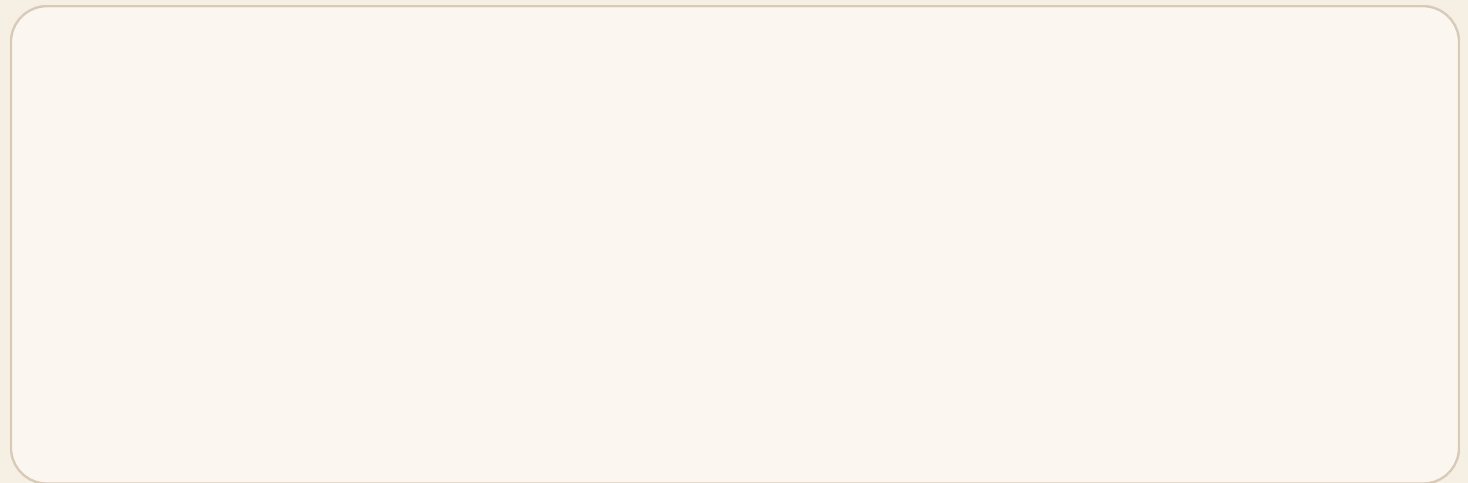


The Athletic Director Pitch: How to Get Your School to Fund Nutrition Education

QUICK START

Start here

A complete guide for coaches to make the case to their athletic director for nutrition education funding, including a one-page proposal template, ROI...



ARGUMENT 1

Lead with injury prevention math

- One subscription year costs less than a single imaging-heavy bone stress injury workup.
- Position low energy availability as a modifiable risk factor, not a vague wellness issue.

ARGUMENT 2

Tie nutrition to program performance

- Better-fueled athletes recover faster, stay available, and convert training into results.
- Nutrition education makes coaching more effective; it does not replace coaching.

ARGUMENT 3

Use duty of care and liability language

- A school with documented education resources and referral guidance is in a stronger position than a school improvising in a crisis.
- Point out the gap clearly: concerning patterns show up in track and XC whether or not the school is prepared.

How to Frame This: Three Arguments That Work

Walk into your AD's office with any one of these angles.

Walk into your AD's office with any one of these angles. Walking in with all three is better.

Coach Action Item

This week: Write a two-paragraph email to your AD using the framing from the first section — injury prevention + duty of care.

Bottom Line

The business case for nutrition education funding is built on injury prevention cost savings, program performance improvement, and institutional liability protection — three arguments an athletic director can take to a principal or board. The math is straightforward: a single prevented stress fracture covers years of...

This week: Write a two-paragraph email to your AD using the framing from the first section — injury prevention + duty of care. Attach the one-page proposal. Ask for 15 minutes to discuss. You've already done 90% of the work before the meeting happens.

COACH LINE

Bottom Line

Argument 1: Injury Prevention = Cost Savings

Athletic injuries are expensive for schools.

Aspire Performance & Nutrition annual team subscription: ~\$290

One stress fracture ER visit + imaging: \$3,000–5,000 minimum

BREAK-EVEN

preventing one stress fracture every 10–15 years covers the cost

REALITY

most programs see multiple stress injuries per season in distance and jump athletes

COMPARISON

The One-Page Proposal Template

[School Name] Track & Field — Nutrition Education Program Proposal

Item

- Annual Team Subscription
- One stress fracture (ER + imaging)
- One week of missed competition from preventable fatigue
- Estimated break-even

Cost

- ~\$290
- \$3,000–5,000
- Unquantifiable performance cost
- Preventing 1 injury per decade

Argument 2: Performance Improvement = Program Reputation

Athletic programs are funded partly because they produce results.

Athletic programs are funded partly because they produce results. Better-performing programs generate community interest, booster engagement, and administrative support. A track program whose athletes are consistently healthier, recover faster, and perform to their potential is a better program by every measurable...

Nutrition education is a performance multiplier. It doesn't replace coaching. It makes your coaching more effective.

Argument 3: Duty of Care and Liability Protection

Schools have a legal and ethical obligation to support the health and safety of student-athletes.

Schools have a legal and ethical obligation to support the health and safety of student-athletes. When a coach identifies signs of concerning nutrition patterns — disordered eating, dangerous supplement use, severe under-fueling — and the school has no protocol and no resources to support a referral process, that's a...

A nutrition education platform that provides evidence-based content, referral guidance, and coach protocols demonstrates that the institution is taking athlete welfare seriously. In the event of a student health incident, "the coach had access to professional-grade resources and followed documented protocols" is a...

QUICK REFERENCE

Key targets to keep in view

Use these as planning anchors when you turn the manual into weekly actions.

ANNUAL ASK

~\$290

Treat this as a decision anchor, not a trivia stat.

STRESS FRACTURE COST

\$3k-7k

Treat this as a decision anchor, not a trivia stat.

PITCH WINDOW

3 min

Treat this as a decision anchor, not a trivia stat.

COACH TAKEAWAYS

Coach reminder

These are the cues worth repeating before the week gets busy.

Bring these numbers: Annual cost

Stress fracture treatment range

Avoid these mistakes: Do not oversell with vague wellness language.

Do not walk in without a written proposal.

Best next step: Send the email first, then request 15 minutes.

Leave behind the one-page proposal even if the meeting is short.

WHAT TO DO NEXT**Use it this week**

If your AD says no today, what is the exact next channel - booster club, formal budget cycle, or principal review - and when will you resubmit?

BOTTOM LINE

The strongest AD pitch is simple: low-cost nutrition education reduces injury risk, improves athlete availability, and gives the school a documented support structure.

RELATED TOOL

Coach season planner

Map this system into the team calendar.

Source topics: athletic director nutrition pitch • coach nutrition funding • school nutrition education budget • sports nutrition program school • AD pitch track coach • nutrition education ROI