



THE STAND

Building Athletes for Life

Monthly letters encouraging young athletes to pursue discipline, leadership, faith, and character through sports.

What Is The Stand?

The Stand is a monthly letter written for young athletes.

Each letter focuses on the lessons sports are meant to teach — discipline, perseverance, leadership, and character.

In a world full of distractions, young athletes need voices reminding them what truly matters.

The Stand exists to encourage athletes to grow not only in their sport, but in the kind of person they are becoming.

Because sports can build great competitors.

But they should also help build great people.

Who The Stand Is For?

The Stand was created for:

- Middle school athletes
- High school athletes
- Parents who want to encourage strong character through sports
- Coaches investing in the next generation

What Athletes Receive Each Month

A Monthly Stand Letter

A short message focused on character and leadership through sports, including scripture and faith-based reflection that connects athletics to a deeper purpose.

A Monthly Challenge

A simple challenge athletes can apply in practices, games, school, and life.

Keepsake

Along with each letter, athletes will receive a small **Stand Mark**—like a sticker or collectible reminder—to reinforce the message and encourage them throughout the month.

From the Coach

I spend most of my days coaching young athletes.

One thing I've learned is that the biggest lessons in sports rarely come from the scoreboard.

They come from discipline when no one is watching, perseverance when things get hard, and leadership when teammates need encouragement.

The Stand exists to reinforce those lessons.

Because sports should build more than great athletes.

They should build great people.

— Coach Franklin Featherston

If you have a young athlete who could benefit from encouragement and leadership through sports, we would love for them to be part of The Stand.

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