How to Use ChatGPT for Athletic Directors

By Coach Crider | Crider's Gadgets Approved

💎 Benefits of ChatGPT Plus (Paid Version - $20/mo)

✅ Access to GPT-4 (smarter, more accurate)
✅ Generate and edit images for flyers, social media, shirts
✅ File uploads for spreadsheets, rosters, etc.
✅ Build a custom GPT trained to understand YOUR program
✅ Faster responses, longer memory, and smoother interactions

💼 Day-to-Day Uses for Athletic Directors

📌 Content Creation

- Flyers for games, banquets, fundraisers

- Instagram captions, posters, quotes

- Game day announcements or scripts

📊 Organization

- Excel schedule templates

- Inventory trackers

- Coaching evaluation rubrics

- Practice plans and checklists

📣 Communication

- Parent emails

- Coach onboarding guides

- "Welcome" templates for new athletes

- Letters of recommendation

🔥 Program Building

- Culture slogans and core value statements

- Pep rally theme ideas

- Social media content calendars

- Student-athlete spotlight templates

- NIL guidance and branding for athletes

✏️ Sample Prompts to Try

• Create a weekly coaches' meeting agenda focused on culture and accountability.

• Write a professional email to parents about the start-of-season meeting.

• Make a printable flyer for our Fall Sports Parent Night using school colors.

• Generate a social media post introducing our new head volleyball coach.

• Give me 5 fundraiser ideas that are low-lift and community-focused.

• Design an evaluation rubric for assistant coaches that includes leadership, communication, and organization.

• What are some creative ways to welcome incoming freshmen athletes?

• Write a short motivational quote to put on a locker room mirror.

🔧 Building a Custom GPT for Your School

🎯 What It Is:
You can create a custom version of ChatGPT (called a GPT) that remembers your school's name, colors, mission, sports, rivalries, slogans, and more.

🛠 How To:
1. Go to https://chat.openai.com/gpts
2. Click "Create"
3. Name your GPT (e.g., Stanton Athletics Assistant)
4. Give it a prompt like:
   "You are an assistant to the Athletic Director at Stanton College Prep. You know our school colors (blue and white), mascot (Blue Devils), and programs. You will create content for events, promote school pride, and streamline day-to-day tasks."
5. Upload documents like handbooks, logos, or past flyers
6. Save and use it daily—it remembers your brand and preferences

🖏 Branding Perks for Your Program

- Build consistent flyers, social media, and graphics
- Create a "voice" for your school (serious, spirited, modern, etc.)
- Add your core values, mission, and standards to all communications
- Even write student-athlete profiles and recruiting guides

🧱 Culture-Building Ideas with ChatGPT

• Give me a 4-week plan to improve team culture with weekly themes and challenges.

• Design a captain's handbook for our athletic leaders.

• Write a speech for our senior night that celebrates legacy and effort.

• List 10 fun spirit themes for Friday night football games.

🧩 Bonus Tip: Use ChatGPT With...

- Canva: Ask ChatGPT to write text, then paste into Canva for beautiful graphics.
- Linktree: Use it to generate content for your Linktree pages like Crider's Gadgets.
- QR Codes: Link ChatGPT-made forms, documents, and flyers to QR codes on posters and signage.

🚀 Final Thoughts

Using ChatGPT as an Athletic Director is like hiring a creative team, operations assistant, and culture coach without adding to payroll.

💡 Start small. Try one task today—like a flyer or quote—and build from there.