

Community Relations Training 101

The Fritz Pollard Alliance (FPA) is here to help empower you to forge deep connections between teams and communities to drive societal progress, promote social equity and embody the spirit of unity and positive change.

Keep in mind that community relations in the NFL and within your respective team goes beyond merely boosting the team's public persona; it is about making a real and genuine improvement in the lives of the community. This guide will give you the opportunity to cultivate unity, foster social equity, and drive meaningful change.

Understand the community profile

Gather and assess demographic information about the local community in which you will have an impact, emphasizing the importance of understanding the specific needs and issues, such as community and police relations, that are pivotal to engage and support the community in an authentic way.

Engagement

Community events, volunteering, food or donation drives, youth sport programs, scholarship/grant programs