



2026
CONTENT NARRATIVE

PROVEN
JOHN 15:8

WHAT IS A CONTENT NARRATIVE?

A Content Narrative is **the journey or conversation we invite coaches and athletes** to be a part of as we make our way through the annual ministry theme. Based on audience insights, the narrative consists of data-driven concepts and topics that resonate with coaches and athletes.

The Content Narrative helps us **meet coaches and athletes where they are**. We want to encourage them with God's truth, provide opportunities for them to get connected to the ministry of FCA and help them go deeper in their faith.



AUDIENCE INSIGHTS

To gather audience insights, we ask coaches and athletes to fill out a survey with specific questions about what it's like to be a coach or athlete today, what struggles they're facing, what motivates them and more. For this year's theme, we received responses from 389 coaches and 407 athletes, which directly influenced the theme and the topics we chose to focus on for the Content Narrative.



AUDIENCE INSIGHTS - FINDINGS

REWARD IS MOTIVATION

- Coaches and Athletes believe their participation in sport is rewarding.
- The reward is a result or outcome based on their own self-sufficiency.
- There are many factors that contribute to a “rewarding” outcome.

RELATIONSHIPS ARE KEY

- Athletes are driven by relationships with others: teammates, coaches, etc.
- Coaches value the impact they can have through relationships with their athletes.
- Coaches want and need a supporting community to help them grow.

BALANCE IS HARD TO MAINTAIN

- Athletes struggle to stay healthy/fit in the midst of balancing many things
- Coaches have a hard time staying balanced with all the different responsibilities they have.

GREATEST CHALLENGES

- Athletes: Staying physically fit and a fear of injury and aging during their time in sport.
- Coaches: Greatest challenges are with other people (organizational colleagues, athletes and parents) as they try to maintain all the priorities they have and want to have.

***FROM PROVING MY WORTH
TO PROVEN IN HIM.***



NARRATIVE CONCEPTS



CONNECT

KEY SCRIPTURE: JOHN 15: 4-5

I'm connected to the God who loves me.

We're proven when we understand how God is connected to us. (Mark 1:11)

We're proven by competing/coaching with Him, not just for Him. (Luke 10:42)



CULTIVATE

KEY SCRIPTURE: JOHN 15:8-11

Prioritizing time with Jesus cultivates His fruit in my life.

We're proven by prioritizing spiritual training. (1 Timothy 4:7-8)

We're proven by trusting that Jesus is a greater source of joy than sports. (Psalm 16:1)



CHOOSE

KEY SCRIPTURE: JOHN 15:16

As I choose to love like Jesus, His love is proven through me.

We're proven by WHO we love. (John 15:12-17)

We're proven by HOW we love. (John 15:12)



COMMIT

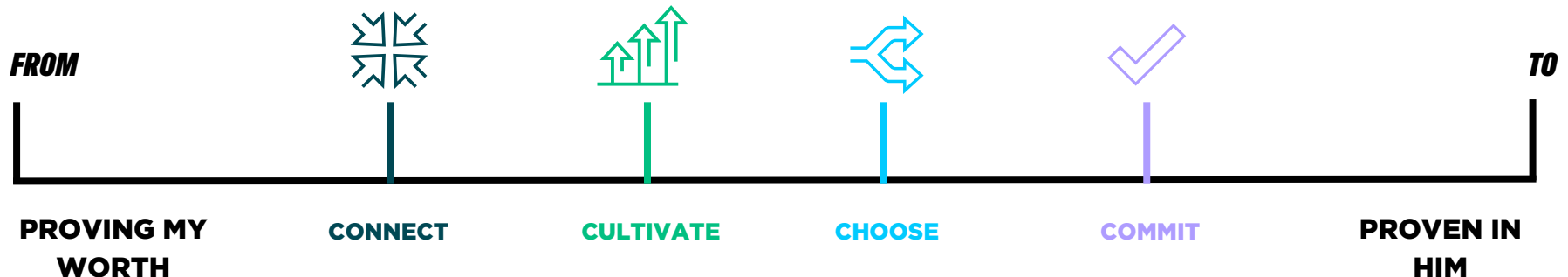
KEY SCRIPTURE: JOHN 15:20b

When life gets hard, I will commit to Jesus to see me through.

We're proven through being resilient in the face of hardship. (Matthew 26:38-39)

We're proven by learning about God's Spirit and listening to Him. (John 15:26)

FROM...TO...





FOR THE COACH & ATHLETE

We're all trying to prove something: our spot on the team; being captain material; being accepted by our peers; earning success and accolades; even love. We put time and energy into doing all we can to fit into these spaces, but it leaves us exhausted and unfulfilled.

But we don't have to keep striving to prove our worth; God has proven everything for us through His Son Jesus Christ. We simply receive what has already been done for us. We are proven in Him.

You don't need to prove anything; Jesus has proven it all.

Once Upon A Time... I believed love and acceptance were based on my performance.

And Every Day... I felt exhausted and empty trying to prove myself.

Until One Day... I found unconditional love through God's gift of salvation from the perfect life, death and resurrection of Jesus.

And Now... I reflect God's glory as a disciplemaker because I seek His Kingdom first.