



Recruitment & NIL Guidelines

Recruitment is one of the most sensitive areas in NIL compliance for Division III programs. The following guidelines outline what is permissible and what is prohibited for the collective when interacting with prospective student-athletes, families, and boosters.

DO 	DON'T 
Encourage prospective student-athletes to explore NIL opportunities that may be available after enrollment in compliance with NCAA and school rules.	Promise or guarantee NIL deals to high school or transfer athletes as a condition of enrollment.
Provide general education about NIL laws, NCAA guidance, and how the collective operates.	Use NIL offers as an inducement to commit, e.g., 'If you sign here, you'll get \$5,000 in NIL deals.'
Clarify that the collective only works with enrolled and eligible student-athletes.	Arrange or negotiate NIL contracts with recruits or their families before enrollment.
Highlight the collective's mission, compliance safeguards, and support for all athletes equally.	Provide extra benefits tied to recruitment, such as free merchandise, stipends, or financial perks.
Connect recruits with general educational materials (public policy guides, FAQs) that are available to anyone.	Target specific recruits with tailored NIL promises or 'special deals' not available to others.

Case Examples

Allowed (Compliant Scenarios)

Educational Session for Recruits: The collective gives a presentation at a campus visit explaining how NIL works at the DIII level, what the NCAA rules are, and how any enrolled student-athlete may access opportunities after enrollment.

Why it's allowed: It's informational, not transactional. No promises of compensation.

Public Website or Brochure: The collective posts a policy on its website describing NIL education, community service partnerships, and fair market value standards. A recruit or parent sees it online.



Johnnie Athletes

A NIL Collective supporting SJU Athletics

Why it's allowed: Information is publicly available and not directed as a recruiting inducement.

General Alumni Engagement: Alumni boosters are told they can donate to the collective to support student-athletes' NIL opportunities broadly, but not to target specific recruits.

Why it's allowed: Support is program-wide, not tied to individual recruits.

✗ Not Allowed (Non-Compliant Scenarios)

Direct NIL Offer to a Recruit: A collective representative tells a high school star: 'If you commit here, we'll guarantee you \$2,000 in NIL sponsorships from local businesses.'

Why it's not allowed: This is a clear recruiting inducement and violates NCAA rules.

Conditional NIL Promise: A family asks if their daughter would have NIL opportunities if she chooses Saint John's University, and the collective responds: 'Yes, we'll make sure she has multiple deals lined up once she signs.'

Why it's not allowed: That's an impermissible promise tied to recruiting.

Recruiting Trip Perks: During an official visit, the collective pays for a recruit's meals, merchandise, or travel in exchange for 'future NIL partnership.'

Why it's not allowed: Providing benefits during recruitment counts as an improper inducement.