



Johnnie Athletes

A NIL Collective supporting SJU Athletics

NIL Do's & Don'ts for Division III Athletes & Supporters

DO 	DON'T 
Follow all NCAA Division III, conference, state, and institutional rules.	Use NIL as a recruiting inducement to persuade a high school or transfer athlete to attend Saint John's University.
Engage in NIL opportunities only after enrollment at Saint John's University.	Promise or guarantee NIL deals during the recruiting process.
Ensure NIL agreements are based on fair market value.	Accept NIL compensation tied to athletic performance, stats, or awards.
Disclose all NIL deals to the school's compliance office before participation.	Hide NIL income or fail to submit required disclosures.
Work with local businesses, charities, or online platforms in a transparent way.	Partner with banned or restricted industries (alcohol, tobacco, gambling, adult entertainment, illegal activities).
Build your personal brand through speaking, appearances, and content creation.	Violate institutional values or conflict with school sponsorship agreements.
Report NIL income for tax purposes and keep good financial records.	Ignore financial obligations or rely on NIL without proper tax reporting.
Use NIL to give back to the community through service or outreach.	Treat NIL as a replacement for education or compromise amateur status.