



How to Choose a Mascot

Your school, team, or organization may be new and choosing a mascot for the first time, or perhaps it wants to choose a new mascot to update its image. Since your mascot will be seen at athletic events, rallies, and other functions, you'll want to consider your choice carefully.

A few ideas:

- 1) Choose a mascot that represents the fighting spirit of your team or organization. Mascots are often anthropomorphized predatory animals, such as bears, wolves, tigers or sharks.
- 2) Choose a mascot that is identified with a characteristic of your region. Rowdy, the mascot of the Dallas Cowboys, is one example, as is the Colonial mascot of the New England Patriots.
- 3) Select a mascot that represents a human character who expresses power, such as a king, a gladiator, or a wizard.
- 4) Turn to history for mascot ideas. The mascot of the University of Massachusetts is the Minuteman. Other possibilities include a Trojan, Spartan, Roughrider or barbarian.
- 5) Have fun with a cute mascot. Since the mascot's duty is to engage the crowd and stir up energy, funny characters such as rabbits, dogs, or cartoon-type creatures are very effective.
- 6) Be aware that in recent years, ironic mascots such as the University of California Banana Slug have become very popular.