✦ HIGH SCHOOL & CLUB ATHLETES · PARENTS ✦

COLLEGE COACH OUTREACH EMAIL TEMPLATES

Short, personal emails that make it easy for a coach to evaluate you.

Replace everything in {curly braces}. Personalize every email, because coaches can tell when it's a mass message. Send from your own email (not a parent's) and keep it short.

Tip · Recruiting contact rules limit when college coaches can reply to athletes, depending on the sport, division and your grade. A coach not replying yet doesn't always mean no. Check the current rules for your sport and division.

1 · First introduction

Subject: {Grad Year} {Position} · {Your Name} · {Club / School} · Highlights

Coach {Last Name},

My name is {Your Name}, a {grad year} {position} at {school} and {club team}. I'm very interested in {college} because {specific reason: program style, major, something you researched}.

Highlights: {link}
Full game: {link}
GPA: {gpa} · Intended major: {major}
Upcoming events: {event, date, jersey number}

My coach, {Coach Name} ({email/phone}), can speak to my play.

Thank you for your time,
{Your Name} · {phone} · {email}

2 · Follow-up with new film

Subject: Updated film · {Your Name} · {Grad Year} {Position}

Coach {Last Name},

I wanted to share updated film from {event or season}: {link}. Since my last email I {improvement, stat or honor that's real}.

I'll be playing at {event} on {date}, jersey {number}. I'd love the chance to learn more about {college}.

Thank you,
{Your Name}

3 · After a camp or visit

Subject: Thank you · {Camp / Visit} · {Your Name}

Coach {Last Name},

Thank you for {the camp / the visit} on {date}. I especially appreciated {specific thing you learned or saw}. It confirmed that {college} is a top choice for me.

{One sentence on what you're working on next.}

I'll keep you updated on my season.

{Your Name}

SUBJECT LINE FORMULAS

- [ ] Grad Year + Position + Name + Club/School
- [ ] Event + Jersey number (before showcases)
- [ ] "Updated film" + Name (follow-ups)

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.