✦ CLUBS · LEAGUES · TEAMS · ATHLETIC DEPARTMENTS ✦

SEASON COMMUNICATION PLAN

A message calendar and copy-ready templates for families, fans and sponsors.

YOUR SEASON AT A GLANCE

Phase	Send	Channel
Pre-season	Welcome, calendar, forms and fees, how to stay informed	Email + app/SMS
Weekly (in season)	Schedule, results, volunteer needs, reminders	Email or app
Game day	Changes, weather updates, livestream link	App/SMS + social
Tournaments / travel	Hotels, timeline, packing list	Email
End of season	Thank-you, awards, survey, next-season dates	Email + social

Tip · Pick one official channel for urgent updates and tell families on day one. Only text people who have opted in, and respect quiet hours.

Welcome message

Subject: Welcome to the {Season} season, {Team Name}!

Hi families,

Welcome to the {season} season! Here's what you need to know:

• Season calendar: {link}
• Forms due by {date}: {link}
• Fees: {amount} due {date}
• Urgent updates come through {channel}

Questions? Contact {name} at {email}.

Let's have a great season!
{Coach / Director Name}

Weather or schedule change

Subject: {Team}: {Date} {event} update

{Team} families, today's {practice/game} is {cancelled / moved to {time and place}} due to {reason}.

Next update by {time}. Please don't call the venue. We'll post everything here.

End-of-season thank-you

Subject: Thank you for an amazing {Season}

Hi families,

Thank you for an amazing season. A few highlights: {real highlights}.

Please take 3 minutes to share feedback: {survey link}.

Next season registration opens {date}. Thank you to our sponsors: {sponsors}.

{Name}

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.