



3-Week Free Trial Communications Plan

Football Fun & Development

There are two elements to the decision-making process that a parent goes through when deciding whether to register their child following their attendance at a Football Fun Factory 3-week free trial programme:

1. The quality of the experience – The face to face interactions with children and parents, as well as the coaching.
2. The quality of communications – Via email, across social media platforms and face to face at the sessions

This document is a tried and tested resource that is designed to help you deliver incredible service to parents by sharing our ethos and values, showcasing what we offer and giving them the information required to make an informed decision.

The '**3 Week Free-Trial Communications Plan - Football Fun & Development**' includes all of the email communications required to convert your free trial participants to paid participants of your Football Fun & Development programmes. The document includes the following communications:

1. 3-Week Free Trial Confirmation Email – Sent following each registration
2. 'Chaser Email' – Sent to anyone that has not confirmed their place, within 7 days of confirmation email.
3. 'Keep Warm' Email – Sent 2 weeks after registration (if session 1 is > 1 week away)
4. Reminder Email – Sent 48 hours in advance of session 1
5. Football Fun & Development – Communication 1 – Sent ASAP after session 1
6. Football Fun & Development – Communication 2 – Sent ASAP after session 2
7. Football Fun & Development – Communication 3 – Sent ASAP after session 3
8. Football Fun & Development – Communication 4 – Sent 1 week in advance of the first session
9. Football Fun & Development – Communication 5 – Sent ASAP after the first session to parents of children that did not register

Please note that it may be necessary to make some contextual changes to the above communications to suit the sessions you are offering. For example the communications mention the sessions being 'this evening', which may need changing to 'this morning'. Therefore please read the text carefully and tailor the communication to suit your needs.

Fully subscribed Email

In the event that your 3-week free trials become fully subscribed (please check capacities with the FFF Management Team) you should use this template email.

3-Week Free Trial Confirmation Email

Subject: We are delighted to invite your child to train with us!

Dear <Insert Parent Name>

Thank you for registering your child to attend our 3-week free trial programme at <Insert Your Training Location>. Ahead of your child's attendance I am keen to ensure that you have all the information you require in preparation for your child's participation. The confirmed details for the session are as follows:

Location: <Insert full address & postcode>

Session Dates: <Insert session dates>

Session Time: <Insert session times>

What to Wear: <Insert the necessary clothing and equipment requirements>

What to Bring: <Insert the necessary equipment requirements>

We kindly ask that you reply to this email to confirm your child's attendance.

The free trial programme is designed to develop awareness of our opportunity in the local area and showcase what we have to offer, ahead of a permanent weekly programme that will begin next month. At the end of the 3-week programme you will be given all of the information about registering, should your child wish to continue. There is of course no obligation or expectation that you will register and the very least that your child will gain from attending is 3 free training sessions with the Football Fun Factory!

Some parents may be wondering about the cost involved beyond the trial period. At the FFF we aim to make our programmes accessible to all and break down barriers to opportunity. For these reasons we charge the programme by monthly direct debit at £X pm. We also offer a sibling discount whereby 2 children from the same family can attend for £X per month. But we don't need to worry about any of that for now...let's focus on the fun & enjoyment that your child is going to have with the FFF over the coming few weeks!

If you require any further information then please let me know by return email. Otherwise I look forward to seeing your child at the first session!

<Insert Your Name>

Head Coach
Football Fun Factory

PLEASE NOTE

You will need to add your subscription prices for both your individual and sibling direct debits, as agreed with your franchise consultant.

Chaser Email

You will only need to send this email to those that have not replied within 7 days of sending the confirmation email. You should click 'forward' and type the following:

Subject: FW: We are delighted to invite your child to train with us!

Dear <Insert Parent Name>,

Following my recent email I wanted to check in to make sure that you have received it?

We would love your child to join us, but we have a limited number of places available for the trial sessions. If you do plan to come along please reply to this email to let me know that your child will be attending.

The full session details are listed in the below email.

We hope to hear from you soon!

<Insert Your Name>

Head Coach

Football Fun Factory

Keep Warm Email

This email should be sent to parents with children booked in to attend that have confirmed their place. It can be used at your discretion. Our recommendation is to use this email when children are booked several weeks in advance.

Subject: Providing You With a Little More Information!

Dear <Insert Parent Name>,

It will soon be time for your child to attend the Football Fun Factory!

In preparation for your child's participation, I thought I would provide you with a little bit more information that you may find interesting.

At the FFF we have 3 main priorities and whilst fun is important, it may surprise you to know that it actually isn't our top priority! Here's a little more information on the areas that we focus on most:

Priority 1 - Safety

Every venue that we operate has a thorough risk assessment in place. All coaches have an enhanced DBS check, safeguarding children certification and first aid qualification. We also deliver our own in-house training that focuses on all aspects of our coaching delivery to enable us to create the safest possible environment.

Priority 2 - Fun

We are specialists in making football fun! We have a curriculum of over 150 session plans with fun games and activities that are designed to inspire and engage children, developing their love for the game.

Priority 3 - Development

All coaches are FA qualified and will help children develop their football ability. However, at the Football Fun Factory we place much greater emphasis on developing life skills, than football skills and through our programmes your child will grow in confidence and develop socially too. We can't wait to see the positive impact that our programmes has on your child.

If you require any further information ahead of the first trial session, just let me know!

<Insert Your Name>

Head Coach

Football Fun Factory

Reminder Email – Sent 48 hours in advance of first session.

Subject: Your Child's Experience is About to Begin!

Dear Parent,

A reminder that your child's experience with the Football Fun Factory is about to begin!

I can't wait to welcome your child along to our session. A reminder of the details below:

Location: <Insert full address & postcode>

Session Dates: <Insert session dates>

Session Time: <Insert session times>

What to Wear: <Insert the necessary clothing and equipment requirements>

What to Bring: <Insert the necessary equipment requirements>

If you require any further information about the programme or would like to make us aware of any special requirements relating to your child, just let me know!

<Insert Your Name>

Head Coach

Football Fun Factory

Football Fun & Development – Communication 1

Subject: Parent Information - Why we do it this way!

Dear Parent,

I hope that your child enjoyed their first ever session with the Football Fun Factory! We pride ourselves on effective communication with parents and over the course of your 3-week trial with us I'll be sending some information that we hope you find useful!

At the Football Fun Factory we like to be different, actually we like to be the very best, at making football fun! We work hard to find a winning formula across our programmes that children and parents love to be a part of. With this in mind please see below some information of 'why we do it this way' within our weekly 'Football Fun & Development' sessions that your child is currently taking part in.

Arrival Matches

When children arrive it's a great introduction for them to go straight into a match! Firstly, kids love matches, so what a great way to start a session! We appreciate that some parents are rushing to get to the session on time with their children and by playing matches at the start the children keeps warm, active and engaged whilst the full group arrives, ready to start training. The arrival matches are also a great opportunity for our coaches to support beginners and check their understanding of the rules of the game.

Sessions With a Ball Each

You may notice that in lots of the sessions the children have a ball each. Our aim is that children get lots of touches, have the chance to practise and develop at their own rate. By having a ball each the children can be set tasks that can be developed for each individual to suit their ability level. For example, some children may continue to practise one thing, whilst others are challenged by progressing the task. Our coaches are specially trained in tailoring the experience for each individual to challenge them appropriately.

Session-Game-Session-Game

At the FFF we've found a winning formula that makes for a fantastic, fast-paced training session. Each section of the 1 hour sessions we deliver is quite short. We aim to maintain the children's concentration by delivering short, fun technical sessions, followed by small sided matches. In a one-hour session we aim to deliver two technical sessions and two small-sided matches.

Throughout your child's Football Fun Factory journey we aim to keep you updated with information about the organisation. I hope that the above gives you some real insight into how we structure our sessions and 'Why we do it this way'!

See you next week!

<Insert Your Name>
Head Coach
Football Fun Factory

Football Fun & Development – Communication 2

Subject: Parent Information - Our goal is happy, smiling children and parents!

Dear Children and Parents,

I hope that you enjoyed today's session at <Insert Your Location> as much as I did! A reminder that you can stay up to date with all the latest news and updates in our [<Insert Your Location> Community Facebook Group](#). Our aim at the Football Fun Factory is to send everybody home with a big smile on their face, so hopefully we achieved our aim in today's session.

A reminder that next <Insert Day> is the last of your trial sessions. Following this you will have the option to sign up for the programme. There is no obligation to do so, but as and when you decide for your child to join the programme, you can sign up via this link – [<Insert Coordinate Sport Link>](#)

Your child was a pleasure to coach this evening and I really look forward to the last session of their free trial next week.

Kind regards,

<Insert Your Name>
Head Coach
Football Fun Factory

PLEASE NOTE

The first underlined text should be hyperlinked to your location's Community Facebook Group. The hyperlinked text in the second paragraph should be linked to [your Coordinate Sport booking website](#).

Football Fun & Development – Communication 3

Subject: Thank You For Attending – We hope that your child will be continuing

Dear Children and Parents,

Thank you for attending our free trial at <Insert Your Location>. It's been a brilliant 3 weeks and I hope your child has enjoyed it as much as I have! Hopefully the last few weeks have showcased what we have to offer at the Football Fun Factory.

The next session is on <Insert Date> and I hope to see your child at training! To register for our programme please follow this link - <Insert Coordinate Sport Link> by direct debit at £X per month for 1 child or £X per month for siblings.

I really hope that your child will be joining us for the programme. Please note that places are limited and early registration is recommended. If you require any further information, just let me know.

Kind regards,

<Insert Your Name>
Head Coach
Football Fun Factory

PLEASE NOTE:

[Add your weekly training link in the second paragraph.](#)

[Add your subscription rates in paragraph 2.](#)

Football Fun & Development – Communication 4

Subject: It's Not Too Late to Sign Up for Football Fun & Development

Dear Children and Parents

One final reminder that our next session at <Insert Your Location> is on <Insert Date> and I hope that your child will be joining us. You can sign up here - <Insert Coordinate Sport Link>

This will be our last communication ahead of the next session about your child joining the Football Fun Factory and if you have chosen for your child not to take part this time around we hope to see them again in the future. You can keep up to date with all FFF opportunities via our website – www.thefootballfunfactory.co.uk

Kind regards,

<Insert Your Name>
Head Coach
Football Fun Factory

Football Fun & Development – Communication 5

Subject: KICK OFF: <Insert Location> Football Fun & Development

Dear Children and Parents,

We're sorry that you didn't make it to our session on <Insert Day>. We still have a few spaces left for the programme and you can register your child online at <Insert Coordinate Sport Link>

If your child will not be joining us we hope to see them again in the future 😊

Kind regards,

<Insert Your Name>
Head Coach
Football Fun Factory

Fully subscribed Email

Subject: 3-Week Free Trial – We Can Accommodate You in <Insert Month>

Dear <Insert Parent Name>

Demand for our 3-week free trial has been exceptionally high and whilst our trial sessions in <Insert Month> are fully subscribed, we can accommodate you <Insert Month>.

Ahead of your child's attendance I am keen to ensure that you have all the information you require in preparation for your child's participation. The confirmed details for the session are as follows:

Location: <Insert full address & postcode>

Session Dates: <Insert session dates>

Session Time: <Insert session times>

What to Wear: <Insert the necessary clothing and equipment requirements>

What to Bring: <Insert the necessary equipment requirements>

We kindly ask that you reply to this email to confirm your child's attendance.

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If you require any further information then please let me know by return email. Otherwise I look forward to seeing your child at their first session!

Kind regards,

<Insert Your Name>

Head Coach

Football Fun Factory