



HOW TO – Communicate brilliantly by email

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Emails to Grassroots Clubs

New Head Coach - Introductory Email

Subject: I am pleased to introduce myself as the Football Fun Factory coach for our community! 😊

Dear <Insert Coach/Club Secretary Name>,

I hope this email finds you well. I am writing to introduce myself as the new Head Coach of the local Football Fun Factory community and as part of my role I am keen to build and develop links with local grassroots club such as yours at <Insert Club Name>.

The Football Fun Factory as the name suggests, is all about fun and enjoyment! Everything that we do compliments a child's participation with their local grassroots club and whilst we have lots of first-time footballers beginning their football journey, we are an open-access organisation that also attracts participants from local clubs like yours who are looking to add to their football schedule. Our experiences are delivered in the form of weekly training sessions that fit alongside club training (on different evenings) and school holiday Football Fun Camps.

The reason for my contact is that I would love to touch base with you via your preferred method of contact, perhaps return email, a phone call or even a face-to-face meeting. My fellow Head Coaches have built some amazing relationships with clubs in the local area which have included opportunities such as free coaching sessions, invitations to our free coaching events and even fundraising initiatives that we can support with. Please rest assured that nothing we offer will in any way conflict with your club or teams. We are a community-based organisation that aims to support and work with local clubs and we'd love nothing more than to build a brilliant relationship with you guys!

I'd love to hear back from you soon to see how we could work together in a way that really benefits you at <Insert Club/Team Name>

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails to Grassroots Clubs

Asking for Support to Share Experiences Via Email

PLEASE NOTE:

This should never be sent as a cold (first) email and will be most effective when sent to those you have an existing relationship with. For example a friend or a club you have delivered a free session for to build a relationship and rapport.

Subject: Are you able to help us share our truly unique football opportunities?

Dear <Insert Coach/Club Secretary Name>,

I hope that the season has gone well since we last spoke and that the team are doing well and enjoying their football! Here at the FFF we are gearing up for a fantastic school holiday this Easter and with this in mind, I wondered whether you are able and willing to share the opportunity with the parents of the children in your team? Our Football Fun Camps offer children an incredible experience and it would be brilliant if you could help us spread the word so that parents are aware of the opportunity for their child. I am happy for you to do this by whichever method suits you best. Perhaps either forwarding this email to parents or copy and pasting into your parents Facebook or WhatsApp Group if you have one? Please see the details of our upcoming Football Fun Camp below:

The Football Fun Factory are set to deliver a 4-day Football Fun Camp at Red Lodge Karting on Tuesday 14th to Friday 17th April. The camp offers children aged 5-12 the chance to have an incredible time this school holiday by taking part in our inspiring inflatable football experiences! If you haven't yet seen what the FFF offers you can take a look at some pictures and videos on our [Facebook Page](#). The full details for the upcoming opportunity are as follows:

4-day Football Fun Camp
Tuesday 14th to Friday 17th April
09:00am – 3:30pm each day
4-day Camp Fee - £80 or £25 per day

Children can be registered for the experience online at www.thefootballfunfactory.co.uk or for more information please email <Insert Your Email Address>

At the FFF we are so passionate about participation and by sending this out to the parents of the children within your team you would be giving them access to a fantastic experience this school holiday. Please let me know if you are able to help?

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails to Schools

New Head Coach - Introductory Email

PLEASE NOTE

This should be sent to the 'Strategic Schools' within your Football Fun Factory community.

Subject: An Opportunity for FREE Football Coaching for Your School

Dear <Insert Head Teacher/PE Coordinator Name>,

I hope this email finds you well. I am writing to introduce myself as the new Head Coach of the local Football Fun Factory community and as part of my role I am keen to build and develop links with local Primary Schools such as <Insert School Name>.

The Football Fun Factory as the name suggests, is all about fun and enjoyment! Everything that we do is open to boys and girls of all ages and abilities, eliminating barriers to opportunity. Our experiences are delivered in the form of weekly training sessions and our school holiday Football Fun Camps. **We do not offer any form of school sports delivery and our contact with you is not an attempt gain paid coaching delivery hours within your school.** Instead it is our aim to work in partnership with you and be of real benefit to your school and children.

The reason for my contact is that I would love to build a relationship with you and your school via your preferred method of contact, perhaps return email, a phone call or face to face meeting. My fellow FFF Head Coaches have built some amazing relationships with schools in the local area which have included opportunities such as one-off events, assemblies and even fundraising events. Please rest assured that our only intention is to give benefit to your school in return for an opportunity to showcase what we offer outside of school hours. We are a community-based organisation that aims to support and work with local schools and we'd love nothing more than to build a brilliant relationship with you guys!

I'd love to hear back from you soon to see how we could work together in a way that really benefits you at <Insert Primary School Name>

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails to Schools

Asking for support to share experiences via Parent Mail

PLEASE NOTE:

This should never be sent as a cold (first) email and will be most effective when sent to those you have an existing relationship with. For example a school that you have had a meeting with or delivered within previously. Ensure that you attach the flyer you would like shared in various formats. Some schools may instead require a few lines of text to put in their school newsletter.

Subject: <Insert School Holiday, for example October Half Term> Football Fun Camps

Dear <Insert Head Teacher/PE Coordinator Name>,

I hope that you are well and that the current term is going well? Ahead of the next school holiday we are trying our best to share the opportunity for children to attend our Easter Football Fun Camps and I wondered if you are able to support us in doing this? It would be absolutely brilliant if you are able to send out the attached flyer by Parent Mail. I have attached it in PDF and JPEG format and if you need a different format to those then just let me know.

As you know we are passionate about participation and we'd love nothing more than to see lots of children from <insert Primary School Name> at our upcoming school holiday camp.

Please let me know if you are able to support us.

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun & Development

Surprise & Delight Emails

PLEASE NOTE:

Surprise & delight emails should be sent on every term-time non-delivery day and every day of a school holiday, as per the Business Operation Checklist.

PLEASE NOTE:

This email can be sent to a parent of a child registered for a 3-week free trial and should be sent at least 3 days in advance of the first session to allow time for a response. It's important to recognise when not to send this email. For example, if a parent has already volunteered information such as that their child has Mild Autism or has limited playing experience. You can check this on your booking system.

Subject: Thanks for Registering – Are You Able to Help Me Tailor the Experience for Your Child?

Dear <Insert Parent's Name>,

Thanks for registering <Insert Child's Name> to attend a free trial at <Insert Location>. I really look forward to seeing him/her on <Insert Day of the Week>. At the Football Fun Factory we are determined to offer the best possible service to both children and parents and to this end I wanted to reach out to you to see if you have any guidance as to how best to support your child.

Each child is of course different and as a coach it's really useful to know things like whether you expect your child to be confident or a little nervous, whether they have played before or are a complete beginner or perhaps if they have a particular friend that they would like to be grouped with. I can then use this knowledge to help shape your son's/daughter's experience to be the best that it can possibly be! So if there's anything that you think may be useful information about your child then just me know!

It's no problem at all if you don't think there is anything relevant at this time, but at the FFF we're mega passionate about delivering first-class experiences, so I wanted to reach out to you just to check 😊

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun & Development

Surprise & Delight Emails

PLEASE NOTE:

This email can be strategically sent to purposely build and develop a particular relationship, or if you feel that something fantastic really deserves highlighting. The below example can be tailored to suit the reason a Blue Card was awarded to a child. Try to use really positive language with lots of superlatives.

Subject: A Well-Deserved Blue Card for <Insert Child's Name>

Dear <Insert Parent's Name>,

As a parent it's a wonderful feeling to be incredibly proud of your child and I just wanted to drop you a quick note to share that I think you should be really proud of <Insert Child's Name> tonight. <Insert Child's Name> was presented the Blue Card this evening for a fantastic moment of sportsmanship that really stood out. At the FFF we always look out for what we call 'Magic Moments' and <Insert Child's Name> certainly delivered on that front tonight! I overheard a conversation of him/her encouraging his/her team mate. In this instance <Insert Child's Name> showed real maturity and kindness and I thought it was worth placing on record this brilliant example of a fantastic attitude. A big well done to <Insert Child's Name>.

I look forward to seeing him/her at training next week 😊

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun & Development

Surprise & Delight Emails

PLEASE NOTE:

This email is a great opportunity to impress parents with how much you care. It showcases that you are taking note of their child's progress.

Subject: <Insert Child's Name> should be very proud of his/her progress

Dear <Insert Parent's Name>,

I wanted to drop you a quick note to share that I am really impressed with <Insert Child's Name>'s progress over the past few weeks. As you know at the Football Fun Factory we focus on fun over development and place much greater importance on a child's enjoyment of the programme than the development of their football skills. However, there is often a direct correlation between a child's attitude and application and their technical development. <Insert Child's Name>'s development has really accelerated in recent week's due to his/her fantastic attitude and I wanted to reach out to you to pass on our positive feedback. You should be very proud of your son/daughter on his/her fantastic progress and outstanding approach to each session 😊

Please tell him/her to keep up the good work!

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun & Development

Session Cancellation Email

PLEASE NOTE:

We do not expect to cancel sessions very regularly, if at all. Sessions are only cancelled if the weather conditions or playing surface are unsafe. For example, in the event of snow/ice or thunder and lightning.

Any cancellations should be sent as early in the day as possible and certainly by 3:00pm on the day of the session. It is important that you follow the procedure outlined in the email to ensure that all parents are made aware of the cancellation.

There are a number of ways to rearrange your cancelled session that will not impact your business financially. Please seek guidance from the FFF Management Team for how best to achieve this.

Subject: IMPORTANT: Tonight's Session Cancelled – Please Reply to Confirm Receipt of This Email

Dear <Insert Parent's Name>,

I am writing with the disappointing news that this evening's session at <Insert Location> has been cancelled due to <Insert Reason, for example an unsafe playing surface>. We are keen to ensure that all parents receive this notification and we would hate for anyone to make a wasted journey this evening. **With this in mind please could you reply to this email to confirm receipt at your earliest convenience.** I will be making phone calls to anyone that I have not heard back from by 3:00pm to ensure that you are aware of the cancellation.

Please look out for an email tomorrow with further information of our plans to replace the session on an alternative date.

I look forward to hearing from you and seeing your child again at the next session.

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Tots Football Fun

Surprise & Delight Emails

PLEASE NOTE:

Surprise & delight emails should be sent on every term-time non-delivery day and every day of a school holiday, as per the Business Operation Checklist.

PLEASE NOTE:

This email can be sent to a parent of a child registered for a 3-week free trial and should be sent at least 3 days in advance of the first session to allow time for a response. It's important to recognise when not to send this email. For example, if a parent has already volunteered information such as that their child has Mild Autism or has limited playing experience. You can check this on your booking system.

Subject: Thanks for Registering – Are You Able to Help Me Tailor the Experience for Your Child?

Dear <Insert Parent's Name>,

Thanks for registering <Insert Child's Name> for a 3-week free trial. I really look forward to seeing him/her on <Insert Day of the Week>. At the Football Fun Factory we are determined to offer the best possible service to both children and parents and to this end I wanted to reach out to you to see if you have any guidance as to how best to support your child.

Each child is of course different and as a coach it's really useful to know things like whether you expect your child to be confident or a little nervous, whether they have played before or are a complete beginner or perhaps if they respond well to a particular method of communication. I can then use this knowledge to help shape your son's/daughter's experience to be the best that it can possibly be! So if there's anything that you think may be useful information about your child then just me know!

It's no problem at all if you don't think there is anything relevant at this time, but at the FFF we're mega passionate about delivering first-class experiences, so I wanted to reach out to you just to check ☺

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Tots Football Fun

Surprise & Delight Emails

PLEASE NOTE:

This email can be strategically sent to purposely build and develop a particular relationship, or if you feel that something fantastic really deserves highlighting. The below example should give you an idea of the kind of things you can highlight in an email to parents. Try to use really positive language with lots of superlatives.

Subject: <Insert Child's Name> should be really proud of his/her progress

Dear <Insert Parent's Name>,

As a parent it's a wonderful feeling to be incredibly proud of your child and I just wanted to drop you a quick note to share that I think you should be really proud of <Insert Child's Name>. I am so impressed with how he/she has taken to the programme and his/her listening skills at such a young age are truly remarkable. I really hope that <Insert Child's Name> is enjoying the sessions. A big well done and I look forward to seeing him/her at training next week 😊

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun Camp

Surprise & Delight Emails

PLEASE NOTE:

Surprise & delight emails during your Football Fun Camps are a fantastic way to build relationships with children and parents. You should send at least one on every day of your Camps, as per the Business Operation Checklist.

PLEASE NOTE:

This email can be sent to a new participant's parent and should be sent at least 3 days in advance of the Camp to allow time for a response. It's important to recognise when not to send this email. For example, if a parent has already volunteered information such as that their child is nervous or doesn't have any friends attending the Camp.

Subject: Thanks for Registering – Are You Able to Help Me Tailor the Experience for Your Child?

Dear <Insert Parent's Name>,

Thanks for registering <Insert Child's Name> for our upcoming Football Fun Camp. I really look forward to meeting him/her on <Insert Day of the Week>. At the Football Fun Factory we are determined to offer the best possible service to both children and parents and to this end I wanted to reach out to you to see if you have any guidance as to how best to support your child.

Each child is of course different and as a coach it's really useful to know things like whether you expect your child to be confident or a little nervous, whether they have played before or are a complete beginner or perhaps if they have a particular friend that they would like to be grouped with. I can then use this knowledge to help shape your son's/daughter's experience to be the best that it can possibly be! If there's anything that you think may be useful information about your child then just me know!

It's no problem at all if you don't think there is anything relevant at this time, but at the FFF we're mega passionate about delivering first-class experiences, so I wanted to reach out to you just to check 😊

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun Camp

Surprise & Delight Emails

PLEASE NOTE:

This email can be strategically sent to purposely build and develop a particular relationship, or if you feel that something fantastic really deserves highlighting. The below example can be tailored to suit the reason a Blue Card was awarded to a child. Try to use really positive language with lots of superlatives.

Subject: A well deserved Blue Card for <Insert Child's Name>

Dear <Insert Parent's Name>,

As a parent it's a wonderful feeling to be incredibly proud of your child and I just wanted to drop you a quick note to share that I think you should be really proud of <Insert Child's Name>. <Insert Child's Name> was presented the Blue Card today for a fantastic moment of sportsmanship that really stood out. At the FFF we always look out for what we call 'Magic Moments' and <Insert Child's Name> certainly delivered on that front today! I overheard a conversation of him/her encouraging his/her team mate. In this instance <Insert Child's Name> showed real maturity and kindness and I thought it was worth placing on record this brilliant example of a fantastic attitude. A big well done to <Insert Child's Name>.

I look forward to seeing him/her again tomorrow!

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory

Emails for Programmes: Football Fun Camp

Camp to weekly training email

PLEASE NOTE:

This email can be sent to a child that has attended your Football Fun Camp but is not a weekly training participant. It is important to ensure that you do not send the same email to multiple parents as they may talk to each other about it.

Subject: FFF weekly training opportunities

Dear <Insert Parent's Name>,

I hope that <Insert Child's Name> enjoyed his/her time with us this school holiday. I am writing to check to see if you are aware of our weekly training opportunities? <Insert Child's Name> would be a perfect candidate for our weekly 'Football Fun & Development' sessions that take place on a <Insert Day of the Week> evening at <Insert Time>.

The programme offers boys and girls aged 5-12 the opportunity to take part in technical training sessions, fun games and matches, tailored to suit each individual's needs and I think that <Insert Child's Name> would really benefit from attending. If he/she would like to attend a session to see how he/she finds it then just let me know by return email.

We offer a 3-week free trial for our weekly sessions and I'd be more than happy to arrange this for you should it be of interest 😊

I hope to hear from you soon.

Kind regards,

<Insert Your Name>

Head Coach
Football Fun Factory