



# HOW TO – Communicate brilliantly by email

A major factor in your success as a FFF Head Coach will be your quality, consistency and speed of communications. The language we use, the care we take and our dynamic approach is what sets us apart from the rest. Within our communications we apply the following principles:

- We use names of both parents and children and personalised emails wherever possible to show that we care and that each child is valued
- We see everything from the parents' perspective
- We are helpful and provide thorough and useful information
- We are positive and showcase our ethos, philosophy and values
- We use carefully selected words/phrases that are part of the FFF language
- We use smiley face emojis 😊 to showcase our fun and relaxed approach
- We surprise and delight parents
- We add value to all of our programmes and experiences
- We reply promptly whenever possible and apologise if we were unable to

The templates in this document are the starting point of the communications that you can send but you may need to make changes to make them appropriate for your audience or add context. You will know and understand your programmes and training locations better than anyone and the best way to use these templates is to paste them into an email and make the changes required to tailor them to your needs. Please ensure you check your communications carefully before sending to ensure that all necessary changes have been made.

## **Standing Out From the Crowd**

Few organisations offer exceptional outbound communications in the way that we do and none are as dynamic in their ability to respond quickly. By using our ready-made templates and being proactive with communications, we can stand out from the crowd. Due to our Head Coach model, each superstar Head Coach can ensure rapid response times and even reply outside of typical core business hours. When emailing most organisations you are unlikely to get a response between 5pm and 9am the next day. The FFF sets itself apart by being able to get back to parents quickly and answer their queries at any time.

## **Winning Over Both Parents**

Often only one parent is able to attend our sessions and therefore observe our programme in action. For this reason, the other parent may not be 'won over' by the Football Fun Factory. When parents are deciding which activities that they would like their child to continue, it is

important to ensure that both parents are fans of the FFF so that participating within our programmes is top of the parents' respective priority lists!

High quality email communications are a way to win over the parent that is not able to attend in person and impress them by connecting them to our ethos and philosophy.

### **What is Brilliant Communication?**

#### Direct communications with the Head Coach

The Football Fun Factory sets itself apart from other organisations by enabling parents direct access to their son or daughter's coach. Often children's activity providers will only provide access to a Head Office administrator rather than their child's coach. The power of the Football Fun Factory model, is that the Head Coach has a high profile and is accessible via all methods of communication (social media, email and face to face).

#### Going above and beyond

Our communications go beyond providing basic communication and answering parents' queries. Your aim should be to impress parents and 'surprise and delight' them where possible. For example, if a parent emails asking about the upcoming Football Fun Camp your reply may include:

- Thanking the parent for their email.
- Asking them how their day/week/weekend has been.
- Share that you are delighted at the prospect of their child attending.
- Congratulating the child on their recent progress or attitude.
- Provide all of the necessary information.
- Wish parent a wonderful day
- Tell parent that you look forward to hearing from them

Communicating in this positive style will impress parents and show them that you care about their child.

#### Giving parents all of the information they need

Parents lead busy lives and by providing them with all the necessary information you will impress them and convey a professional image. When writing or replying to emails consider all of the questions or queries that a parent may have and volunteer this information.

By providing lots of information you will also limit inboard communications as parents will not need to follow up with further emails.

#### Communication Plans

Aside from the template emails in this document there is a campaign plan specific to delivering a 3-week free trial, which is outlined in a separate document.

#### Weekly Training Programme Templates

The templates included in this document are for particular circumstances or events, such as a session being cancelled, or welcoming a new participant. You will be provided with emails

on a weekly basis by the FFF Management Team to send to your Football Fun & Development and Tots Football Fun participant's parents.

### **Birthday Party Templates**

Please refer to the HOW TO – Take a birthday party booking guide.

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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:

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The Football Fun Factory are set to deliver a 4-day Football Fun Camp at Red Lodge Karting on Tuesday 14<sup>th</sup> to Friday 17<sup>th</sup> 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 14<sup>th</sup> to Friday 17<sup>th</sup> 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](http://www.thefootballfunfactory.co.uk) or for more information please email <Insert Your Email Address>

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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