



3-Week Free Trial Communications Plan

Tots Football Fun

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 – Tots Football Fun**' includes all of the email communications required to convert your free trial participants to paid participants of your Tots Football Fun programme. 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. Tots Football Fun – Communication 1 – Sent ASAP after session 1
6. Tots Football Fun – Communication 2 – Sent ASAP after session 2
7. Tots Football Fun – Communication 3 – Sent ASAP after session 3
8. Tots Football Fun – Communication 4 – Sent 1 week in advance of the first session
9. Tots Football Fun – 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 morning', which may need changing to 'this afternoon'. 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 the Football Fun Factory!

Dear Parent,

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 confirm your child's attendance at the sessions.

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 operate a monthly direct debit at £X per month. We also offer a sibling discount whereby two children from the same family can attend for £Xpm. 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 monthly direct debit rate in the penultimate paragraph for both an individual subscription and a siblings subscription.

Before sending, please check with your franchise consultant to ensure the correct pricing.

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 Tots Football Fun!

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

Tots Football Fun – 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 best at making football fun! We work hard to find a winning formula across our programmes that children 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 'Tots Football Fun' sessions that your child is currently taking part in.

Inflatable Football Pitch

Our Tots Football Fun sessions take place inside our Inflatable Football Pitch and each week we will set up with footballs, goals, cones and other equipment designed to inspire the children to simply play and have fun.

Free-Play on Arrival

With many of the children attending their very first football sessions, we try our best to create an environment where children can have fun along with their parents! The first 10-15 minutes of the session is dedicated to free-play, offering a gentle introduction to the session. It allows the children a chance to express themselves in a completely pressure-free environment and parents the opportunity to get involved if they wish to do so.

Parental Involvement

Parents and family members are welcome to be as involved in the session as they wish to be. If you feel that your child needs 1-2-1 support then by all means support them along the way. Equally, if you feel as the weeks go by that your child is playing more independently and that you wish to take a step back, you are welcome to do so. Typically parents of children aged 2-3 will be actively involved in most/all of the session and parents of 4-5 year olds less so. But there are no rules around this and we simply leave it up to your discretion, as each child is different.

Simple, Fun and Engaging Tasks

In each of our sessions the coach will work to a plan that includes fun games and activities. The sessions are designed to encourage practise almost without the children realising, as they are caught up in the fun of the game! The tasks set are often continuous activities where the children are asked to keep repeating a fun task. This allows children to complete an activity at their own pace and parents to support as they see fit. It also means that if a child loses concentration and isn't completing the task set, it really doesn't matter! After all the children are very young and we certainly don't expect them to be engaged all of the time.

Match Time

Often a session will include an activity that resembles a football match. The tasks and rules may vary depending on the age of the group. We'll often have more than 1 ball in play and not worry too much which goal a child is shooting into! The focus in the matches we play is on children developing an understanding of what a football match is as part of a step-by-step process – which in the early weeks may be simply understanding that you have to use your feet and not your hands!

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

Tots Football Fun – 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. There's no rush to sign up as I'll be sending an email with full details of the programme after next week's session. However, if you have already made your mind up and wish to secure your child's place, registration is open via this link – <Insert Coordinate Sport Link>

Your child was a pleasure to coach today and I look forward to the final session of their 3-week 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 text in the second paragraph should be linked to your Coordinate Sport booking website.

Tots Football Fun – Communication 3

Subject: Thank You For Attending – New Term Information

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.

Registration ahead of the next session on <Insert Date> is now open here - [<Insert Coordinate Sport Link>](#)

Parents can sign up via direct debit for £X per month for one child or £X 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:

[You will need to add the link to your booking website in paragraph 2.](#)

[You will need to add the subscription prices in paragraph 3.](#)

Tots Football Fun – Communication 4

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

Dear Children and Parents

One final reminder that our next session at <Insert Your Location> is on <Insert Date>. We hope that your child will be joining us and can still accommodate your child should they wish to join us. [The last few places can still be snapped up here.](#)

This will be our last communication ahead of the session 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

PLEASE NOTE:

[‘The last few places can still be snapped up here.’](#) should be hyperlinked to your booking website.

Tots Football Fun – Communication 5

Subject: Kick Off for <Insert Location> Tots Football Fun

Dear Children and Parents,

We're sorry that you didn't make it to our Tots Football Fun session this week. We do still have a few places left which can be booked online here - [<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

PLEASE NOTE:

You will need to add your booking website link at the end of paragraph 1.

Fully Subscribed Email

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

Dear Parent,

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 confirm your child's attendance at the sessions.

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<Insert Your Name>

Head Coach
Football Fun Factory