



Futures League Coach's Workbook



Team Communication Templates

All of the below templates take the aim of trying to keep parents informed, involved, and inspired to trust you with their child's soccer development. Therefore you will see in each template an outline that follows this approach

Pre-season

INTRODUCTION - let everyone know who you are.

INFORM - tell everyone what your goals are for the season. Be mindful that in order to form a team, the group of players must have a goal. And, this goal is best decided upon with input from the players - so you get buy-in.

INVOLVE - Tell the parents what you need from them for the season to be a success. This can include things like being on time, communicating when there are issues, volunteers to bring snacks for games, etc.

You also need to provide some educational material about the game of soccer for those less familiar with it. This is also the best time to introduce what you will be teaching the players during the season. Here is where having a notable, trustworthy resource can give you credibility - Think about US Soccer's Player Development Framework.

INSPIRE - End with a positive message about how you plan to help the players develop to their full potential

Mid-season

This meeting/email most often gets used as a reminder of the things you've previously covered (preseason) and may feel or even be unnecessary. Still, it is wise to communicate the important things discussed at the beginning of the season.

INFORM - reminders of key items discussed previously.

INVOLVE - Reinforce the need for parents to be involved however is needed.

INSPIRE - present information showing the progress of the team thus far and where you plan to take them through the rest of the season.

Post Season

INTRODUCTION - thank everyone for their participation and efforts for the season

INFORM - the timeframe for the next soccer season, or other sports the players may want to try.

INVOLVE - other opportunities to stay active in soccer during the season's break

INSPIRE - Any ideas you have for continuing to have some fun during the off-season.

Pre-game

INTRODUCTION

INFORM of game time & location. Remind when to arrive and what to bring.

INVOLVE - Tell everyone of the previous week's training/practice goals and that you will task the players with winning the game by applying what they worked on. Encourage the parents to cheer if they see something specific (tell them what this is) related to the goal you've worked on.

Let them know what they can do to help the players on game day like, waking up a reasonable time, having a healthy meal, etc.

INSPIRE - End the email with a note that reminds everyone that as the adults we are role models. Our behavior tells the children how to act within the sporting world and beyond.

Post game

INFORM - Tell everyone of the coming week's schedule. Include your thoughts on the previous game but be careful to keep it positive.

INVOLVE - remind everyone of the things they can do to help their child be successful in soccer, and maybe the things not to do. Keep in mind, that if you mention something that a parent should not do, you may want to include a better option so the parent's have a behavior to strive for.

INSPIRE - Reinforce the message about being a role model and servant leader. The more often we live out this message the better.