

Contacting College Coaches

Here are some tips to keep in mind when constructing your cover letter to coaches:

1. Most every coach now relies on e-mail to both contact and receive contact from potential recruits. That is the preferred method of communication. To find out the e-mail addresses for the coaches you are looking to contact, simply go to the college's athletic website and look for a staff listing of names and e-mails or ask your Recruiting Coach.
2. Be brief. Coaches at all levels receive dozens and dozens of e-mails/letters from high school-aged players. All you are trying to do is show you have interest, pass along all of your contact information, your resume, and provide each coach with an upcoming schedule of your matches so he can see you play.
3. NEVER HAVE ONE OF YOUR PARENTS WRITE TO A COACH. You are the one the coach might be recruiting, so he/she wants to hear from you directly. (If the relationship develops and it appears that you might be attending that college, they'll be plenty of time for your parents to have contact with the coaching staff.)
4. Provide contact information for yourself and your coaches. Nothing is worse for a college coach than to have to track down your coach's e-mail or phone number. By having both an e-mail address and a phone number listed after his/her name, it allows for the college coach to quickly e-mail or call your private and/or high school coach to follow up.
5. Always include basic information about yourself such as grad year, high school, athletic history, GPA, SAT/ACT scores. Tell the coach why you are a good fit for their program.
6. Do not send a form letter that starts out with "Dear Coach" and does not mention anything specific about his/her program and school. The bulk of your e-mail will be kept the same for correspondence you send out to various coaching staff; however a portion of it should be personalized. Bring in something specific about it that you learned by going through the website. State your interest in the school and specific reasons (like "my Dad went to Madison and I want to carry on the tradition" or whatever fits you personally)
7. Detail is important! Be sure you use spell check and proper English. This is a reflection of your ability.
8. If you are emailing rather than regular mail, DO NOT mass email a bunch of coaches. This comes across as lazy and shows the coach that you didn't take your time to personalize for them. Make sure to address the letter Dear Coach [[last name]].