



Coach Email Templates — Ready-to-Use Messages for Every Recruiting Situation

The emails you send on behalf of your athletes carry more weight than almost anything else in the recruiting process.

A message from a coach who has credibility, who knows the college recruiting landscape, and who can speak honestly to an athlete's character and potential opens doors that the athlete's own emails cannot. College coaches trust travel ball and high school coaches in ways they cannot yet trust a 16-year-old they have never met.

Use that trust carefully. Use it honestly. Use these templates as a starting point and make every email genuinely specific to the athlete you are advocating for.

A note before you begin: these templates are frameworks, not scripts. Every email you send should be personalized with specific details about the athlete and the program you are contacting. A generic coach recommendation email is almost as ineffective as no email at all. The specificity is what gives it credibility.

TEMPLATE 1 — Cold Introduction to a College Coach

Use when: You are reaching out on behalf of an athlete to a program that has not yet had contact with her. This is your first communication about this specific player.

Subject line options:

- [Grad Year] [Position] Prospect — [Athlete Name] | [Travel Team Name]
- Coach Recommendation: [Athlete Name] | Class of [Year] | [Position]
- [Position] Prospect for Your Consideration — [Athlete Name], [Grad Year]

Coach [Last Name],

My name is [Your Name] and I am the [head coach / pitching coach / director] of [Travel Team Name], based in [City, State]. I am writing to introduce one of our athletes who I believe would be a strong fit for your program.

[Athlete Name] is a [grad year] [position] from [High School Name] in [City, State]. She carries a [GPA] GPA and is pursuing [intended major / area of academic interest].

What sets [First Name] apart athletically is [one or two specific, honest observations — e.g., “her elite command in the circle combined with a natural movement pitch that generates consistent weak contact at the

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highest levels of 18U competition”]. She is currently posting [key stats or measurables] and has [relevant honors or recognition].

What I want to emphasize beyond the numbers is her character. In [number] years of coaching [First Name], I have watched her [specific character observation — e.g., “respond to adversity with composure, lead without being asked to, and push the players around her to compete harder”]. She is the kind of athlete who will represent your program well in every environment.

Her recruiting profile — including current stats, highlight video, and academic information — is available at the link below.

[Athlete Name] has expressed genuine interest in [School Name] specifically because of [one specific, genuine reason — academic program, coaching staff, conference, geographic preference]. I believe the fit is worth your attention.

I am happy to provide additional context, answer any questions, or connect you directly with [First Name]. She can be reached at [athlete email] and her profile link is [URL].

Thank you for your time.

[Your Name]

[Title / Role]

[Travel Team / High School Name]

[Phone Number]

[Email]

TEMPLATE 2 — Follow-Up After a Coach Has Watched the Athlete Play

Use when: A college coach has seen your athlete compete — at a tournament, showcase, or camp — and you want to follow up to reinforce the impression and keep the conversation active.

Subject line options:

- Follow-Up: [Athlete Name] | [Tournament/Event Name]
- [Athlete Name] — Great to See You at [Event Name] | [Your Name], [Team Name]
- Following Up: [Grad Year] [Position] [Athlete Name] After [Event Name]

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Coach [Last Name],

I hope you had a good weekend at [event name]. I wanted to follow up regarding [Athlete Name], our [position] in the Class of [year].

[First Name] competed [brief specific observation from the weekend — e.g., “in five games over two days and I thought she showed exactly the kind of [competitive quality / physical tool / mental makeup] you look for at this level. In Saturday’s semifinal against [team], she [specific moment or performance detail]”].

I also want to mention something that does not show up in a stat line. When [First Name] [brief character observation from the event — e.g., “threw the losing pitch in extra innings and came back to the dugout and immediately encouraged her battery-mate, that told me everything I need to know about who she is in hard moments”]. That is the kind of character that holds up in a college locker room.

Her current measurables are: [relevant stats or metrics]. Her recruiting profile with updated video from this weekend [or: will be updated with footage from this weekend within the next few days] is at: [URL].

[First Name] is genuinely interested in [School Name] — she has mentioned your program specifically on multiple occasions. I think the fit is real and worth pursuing.

I am available to talk by phone any time — [phone number]. [First Name] can be reached directly at [athlete email].

Thank you for being at the event and for the time you invest in evaluating these young women.

[Your Name]

[Title]

[Team / School]

[Phone]

TEMPLATE 3 — Pre-Showcase or Pre-Tournament Notice

Use when: You know a college coach will be attending an upcoming event and you want to make sure they know to watch your athlete specifically. Send 5-7 days before the event.

Subject line options:

· [Athlete Name] Competing at [Event Name] — [Dates] | [Team Name]

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· Heads Up: [Grad Year] [Position] [Athlete Name] at [Event Name]

· [Athlete Name] | [Event Name] Schedule | Class of [Year]

Coach [Last Name],

I wanted to give you a quick heads up that [Athlete Name], our [grad year] [position], will be competing at [event name] in [city] on [dates].

[Team Name] will be playing in [division/bracket name if applicable]. [First Name] will be [wearing #__ / pitching in games 1 and 3 / starting at shortstop throughout the weekend]. [Include any specific scheduling detail that helps the coach find her.]

[First Name] has had a strong [season / few months] — [one specific recent development or performance update, e.g., “her fastball velocity is consistently sitting at 63 and her changeup has become a genuine out pitch at this level”].

Her full profile and most recent video are at: [URL].

I genuinely think she fits what you are building at [School Name] and I would welcome a conversation either before or after the event. My number is [phone number].

Thank you for your time.

[Your Name]

[Title]

[Team / School]

[Phone]

TEMPLATE 4 — Response to a College Coach Who Has Reached Out About Your Athlete

Use when: A college coach has contacted you — by email or phone — asking about one of your athletes. This is your response, which should reinforce the athlete’s profile and provide credibility.

Subject line:

· Re: [Athlete Name] — [Your Name], [Team Name]

Coach [Last Name],

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Thank you for reaching out about [Athlete Name]. I am glad she is on your radar — I have thought for some time that she would fit well at [School Name].

I have coached [First Name] for [number] years and I am happy to give you my honest assessment.

Athletically: [2-3 specific sentences about athletic ability, honest and specific. Include what she does exceptionally well and one area she is actively working to improve — this builds credibility. E.g., “Her arm is one of the best I have coached at this age — genuine plus tool at the college level. Her bat is solid and improving; she has worked hard to add gap power this past off-season and I am seeing the results. The one area I would mention is that she is still developing her ability to stay disciplined against off-speed in tight counts — something she is aware of and working on actively.”]

Academically: [First Name] carries a [GPA] unweighted GPA and takes [AP/honors courses if applicable]. She is the kind of student who is self-directed and communicates proactively with teachers — the same qualities that will help her manage a college schedule alongside athletics.

Character: [2-3 specific sentences about character. Be concrete, not generic. E.g., “She is one of the more mature young women I have worked with — she handles adversity well, she is a genuine teammate, and she does not need to be managed. When things go wrong, she corrects and competes. That is exactly the mentality you want in a college program.”]

She is genuinely interested in your program — she has mentioned [School Name] specifically [recently / on multiple occasions / since visiting campus].

I am available for a phone call at your convenience. My number is [phone number]. I am happy to give you any additional context you need.

[Your Name]

[Title]

[Team / School]

[Phone]

TEMPLATE 5 — Camp or Clinic Follow-Up

Use when: Your athlete attended a college camp or clinic at a specific program and you want to follow up on her behalf to reinforce the experience and keep the relationship active.

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Subject line options:

- Follow-Up: [Athlete Name] at [School Name] Camp — [Date]
- [Athlete Name] | [School Name] Camp Follow-Up | Class of [Year]

Coach [Last Name],

I wanted to follow up after [Athlete Name] attended your camp at [School Name] on [date].

[First Name] came home genuinely energized by the experience — she specifically mentioned [one specific, genuine detail about the camp or coaching interaction that made an impression]. For a player who has been to a lot of events at this stage of her recruiting, that kind of specific enthusiasm is notable and real.

From my perspective as her coach, I want to add some context to what you saw. [First Name] [brief observation about how she performed or how the camp context might have affected her performance — e.g., “was dealing with a minor blister on her throwing hand that she did not mention to anyone, which affected her release point in the early drills — her normal velocity and movement are significantly stronger than what you likely saw in the timed sessions”].

[If the coach gave feedback at camp:] I understand she received feedback about [specific area] during the camp. I want you to know that she has already incorporated that into her work this week — that kind of immediate responsiveness to coaching feedback is one of the things I respect most about her.

Her updated profile is at: [URL]. She will be competing next at [upcoming event — name, location, dates].

Thank you for the investment you make in these camp experiences. They matter.

[Your Name]

[Title]

[Team / School]

[Phone]

TEMPLATE 6 — Reaching Out for a Player Who Was Not Heavily Recruited Out of High School

Use when: You have an athlete who has genuine ability but has not received significant recruiting attention — perhaps because of late development, limited showcase exposure, or academic challenges that have since been resolved. This email is for reaching out to programs that might be a strong fit.

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Subject line options:

- Under-the-Radar Prospect — [Athlete Name] | Class of [Year] | [Position]
- [Grad Year] [Position] Worth Your Attention — [Athlete Name] | [Team Name]

Coach [Last Name],

I want to bring an athlete to your attention who I believe has been underexposed in the recruiting market and who I think fits what you are looking for at [School Name].

[Athlete Name] is a [grad year] [position] from [High School] in [City, State]. She has not generated the recruiting attention her ability warrants for a straightforward reason: [honest, brief explanation — e.g., “she played on a weaker travel program for two years before joining us this past season” / “she dealt with a knee injury in her sophomore year that kept her off the showcase circuit during a key evaluation window” / “her academic profile in freshman year did not reflect her current standing — she carries a 3.2 GPA now and has demonstrated consistent growth”].

Here is what I want you to know about [First Name] as a player: [2-3 specific, honest observations that make the case. Be concrete. E.g., “She has genuine bat speed — her exit velocity is consistently in the low 80s and her approach at the plate is advanced for her age. Her arm at third is a genuine college tool. And in the time I have coached her, she has demonstrated a level of coachability and competitive drive that I do not often see.”]

I am not sending this email to every program I know. I am sending it to you because I genuinely believe the fit is worth exploring, and I would rather connect a player with the right program than flood coaches with emails about athletes who are not the right match.

Her profile and video are at: [URL]. I am happy to provide any additional context. My number is [phone number].

Thank you for your time.

[Your Name]

[Title]

[Team / School]

[Phone]

TEMPLATE 7 — Reaching Out on Behalf of a Transfer or JUCO Athlete

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Use when: An athlete on your roster is looking to transfer from one program to another, or is coming out of a JUCO program looking for a four-year home. This context requires specific framing.

Subject line options:

- Transfer Prospect — [Athlete Name] | [Position] | [Grad Year / Eligibility Remaining]
- [Position] Transfer Available — [Athlete Name] | [Years of Eligibility] Remaining

Coach [Last Name],

I am writing to introduce [Athlete Name], a [position] with [number] years of eligibility remaining who is exploring transfer options and who I believe would be a strong addition to your program.

[First Name] competed at [Previous School / JUCO Program] where she [brief honest summary of athletic performance — e.g., “started every game at catcher as a freshman, posted a .289 batting average, and threw out 38% of base stealers against conference competition”].

The reason she is exploring a transfer is [honest, professional explanation — e.g., “a coaching staff change that has altered the program’s direction significantly” / “a desire to pursue a nursing program that is not available at her current institution” / “a family circumstance that makes staying at her current location difficult”]. This is not a situation driven by dissatisfaction with playing time or conflict — it is [specific, credible reason].

What I want you to know about [First Name] as a person is [character assessment — specific and honest]. She enters a new environment well, she competes from day one, and she will not create problems in your locker room. I would not be advocating for her transfer if I did not believe that genuinely.

Her profile with college stats, video, and academic information is at: [URL].

I am available to speak by phone — [phone number]. [First Name] can be reached at [email].

Thank you for your consideration.

[Your Name]

[Title]

[Team / School]

[Phone]

TEMPLATE 8 — Thank You After a College Coach Attends a Game or Tournament

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Use when: A college coach made the trip to evaluate one of your athletes in person. A brief, professional thank-you from you reinforces the relationship and gives you an opening to follow up.

Subject line:

· Thank You for Coming Out — [Event Name] | [Your Name]

Coach [Last Name],

I wanted to drop you a quick note to thank you for making the trip to [event/tournament name] this past weekend.

I know your time is limited and the fact that you came out to see [Athlete Name] says something about your genuine interest in her. She noticed, and it meant a great deal to her.

[Optional: one brief observation about the weekend — e.g., “It was not her cleanest day at the plate — we had three games in difficult afternoon sun and she was fighting her timing a bit. I want you to know that what you saw in Saturday’s game was closer to her ceiling than her floor.”]

I am available to talk any time you want additional context. My number is [phone number]. [First Name’s] profile is at: [URL] and her video has been updated this week with recent footage.

Thank you again for the investment in these young women.

[Your Name]

[Title]

[Team / School]

[Phone]

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What Makes a Coach Recommendation Email Work — A Quick Reference

Before you send any email on behalf of an athlete, run through this checklist:

Is it specific? Generic praise — “she’s a great athlete and an even better person” — tells a college coach nothing. The specific observation — “she called for a curveball down 0-2 in the seventh inning of a regional championship and buried it on the corner — that pitch selection tells me she understands the situation better than most seniors I’ve coached” — tells them everything. Specificity is credibility.

Is it honest? College coaches have been in this profession long enough to know when a travel coach is overselling. An email that acknowledges one area of growth alongside the genuine strengths is more trustworthy — and more persuasive — than an email that contains no reservations at all. Your credibility as an evaluator is built on honesty. Protect it.

Is it brief? College coaches read a high volume of email. Three to four paragraphs is the target. If you cannot make the case in that space, edit rather than expand. A longer email is not a more persuasive one.

Does it give them what they need to act? Every email should contain at minimum: the athlete’s name and grad year, her position, her profile link, and a way to reach you. Make it easy to respond and easy to find more information.

Is it from you, or does it sound like it was written by the athlete? College coaches know the difference. The email should sound like a professional in the coaching community speaking to a peer. It should not sound like a recruiting email that happened to come from a coach’s address.

Did you personalize it to this specific program? One sentence that demonstrates genuine knowledge of this college program — its recent season, its coaching staff, a specific fit between the program’s known needs and the athlete’s position — signals that this is not a mass email. That signal matters.

A Final Note on Your Role

Every email you send on behalf of an athlete is a reflection of your credibility as a coach and evaluator. College coaches remember which travel coaches advocate honestly and which ones inflate everything they send.

Build your reputation on accuracy. The travel coach who says “this athlete will compete for a starting spot from day one” for every player she contacts becomes easy to discount. The travel coach who says “this is one of three players I have advocated for in the last two years — I am selective because my word needs to mean something” is the one whose emails get read first.

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Your athletes need you to be honest more than they need you to be enthusiastic. The enthusiasm is easy. The honesty is what actually helps them.

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