

COACH COMMUNICATION PACK

THE SCRIPTS THAT **ACTUALLY** WORK.

Player kickoff meeting, parent email, weekly nudges, top-seller celebrations, end-of-season sponsor thank-you. Copy, paste, edit your team name, send. Built to run alongside the Program Ad Sales Playbook.

HOW TO USE THIS PACK

THREE MEETINGS, SIX EMAILS, ONE SEASON OF REVENUE.

This pack is built to run alongside the full **Program Ad Sales Playbook**. It contains the exact words to use at each touchpoint of the season — so the coach, the team mom, and the booster president don't have to invent them on the fly.

THE SEASON AT A GLANCE.

- **3–4 months out** — Player kickoff meeting (Script 01) + Parent kickoff email (Script 02).
- **2–3 months out** — Weekly nudge cadence begins (Script 03).
- **1 month out** — Top-seller celebration posts (Script 04).
- **2 weeks before kickoff** — Print run goes in.
- **Game 1** — Programs distributed.
- **End of season** — Sponsor thank-you email (Script 05).
- **3 months later** — Renewal outreach (Script 06).

EDIT EVERYTHING IN [BRACKETS]

Anywhere you see **[Team Name]**, **[Coach Name]**, **[date]**, or anything else in brackets — that's a fill-in. Take 5 minutes the first time through to personalize, then save the version your program will reuse year after year.

SCRIPT 01

THE PLAYER KICKOFF MEETING.

WHEN 3–4 months before the season starts. **WHO** Head coach addresses the players directly.
LENGTH 10 minutes.

This is the single most important meeting of the year for ad sales. The coach delivers it — not the booster president — because the coach is the authority players respond to. Stand in front of the team. Slides aren't needed.

WHAT THE COACH SAYS (OUT LOUD, IN PERSON)

[Coach Name]:

"Alright — before we get into practice plans, conditioning, and the season ahead, we need to talk about how this team gets funded. Every season, [Team Name] puts out a printed program. It's 32 pages, full color, and it goes out at every home game. Inside that program are ads from local businesses — and selling those ads is how this team funds [travel / equipment / banquets / coaches / whatever your program funds]. Here's what I'm asking of every player on this team: **Sell one full-page ad.** \$400. That's it. One ad. From anyone you know — a family member who owns a business, your dentist, your parents' coworker, the local restaurant your family eats at every Friday. Anyone who runs a local business is a candidate. If your family wants to write the \$400 check directly instead of having you make the ask — that's also a yes. Same money, same contribution to the team. But every player on this team is responsible for one ad — sold or bought out. **Same standard as showing up to practice.** Here's the upside: top-3 sellers get [team gear / hoodies / captain's patch / a callout at the first home game]. I'm going to read the leaderboard at practice every week starting [date]. This is a competition. Best sellers get celebrated. Last question — anyone here have a family member who owns a business? Raise your hand right now. [Note the names — those are your warmest Tier 1 leads.] Practice script for the ask is in the parent email going out tonight. Questions?"

AFTER THE MEETING

Send the parent kickoff email (Script 02) the same day — while the meeting is fresh. Parents who hear about it from their kid AND see the email in their inbox the same evening close 2x faster than parents who only hear about it secondhand.

SCRIPT 02

THE PARENT KICKOFF EMAIL.

WHEN Same day as the player kickoff meeting. **FROM** Head coach (not booster president).
SUBJECT How [Team Name] gets funded this season.

EMAIL BODY

Hi [Team Name] families,

I just walked the team through how we're funding [Team Name] this season — and I want every family to have the full picture tonight.

Every year, our booster club puts out a printed program at every home game. It funds [travel / banquets / equipment / coaches / whatever]. Inside that program are ads sold to local businesses, and selling those ads is how we keep the program self-funding — year after year.

The ask:

Every player on this team is responsible for one full-page ad (\$400) — either sold to a local business they have a connection to, or bought out by the family with a direct \$400 contribution. Either way works.

How the ask actually goes:

"Hi [name], my [son/daughter] plays for [Team Name]. We're putting together our season program — a printed booklet that reaches every team family at every home game. Full-page ads are \$400, half-page is \$200, back cover is \$750. Would you like to be part of it?"

That's the whole script. Most people say yes on the first ask. Start with family, then friends, then any local business in your orbit. The Program Ad Sales Playbook ([link]) has 20 pages of detail if you want the full breakdown — but the script above is 90% of the job.

Deadline: [date] — that's when print files go to the printer.

Top-3 selling players get [reward]. I'll read the leaderboard at practice every week.

Reply to this email or text me ([phone]) with any questions. Thank you for what you're putting into this team.

— [Coach Name]

Head Coach, [Team Name]

SCRIPT 03

THE WEEKLY NUDGE CADENCE.

WHEN Every Sunday night until the print deadline. **FROM** Coach or team mom. **CHANNEL** Group text or email — same channel every week.

Three template variants below. Rotate them so the nudges don't feel rote. Keep them under 5 sentences. The point is presence, not pressure.

WEEK 1 — EARLY IN THE SEASON

Hey team — quick check on program ads. We're at [X] of [Y] players who've locked in an ad so far. If you haven't made the ask yet, this week is a great week. Even one phone call to a family member with a business is usually a yes. The script is in the kickoff email. Replies welcome. — [Coach]

WEEK 4 — MID-CYCLE

Leaderboard update — [Player 1] is at 3 ads, [Player 2] at 2, and [Player 3] at 2. Phenomenal. For everyone still working on their first one: orthodontists, realtors, and local restaurants are almost always a yes. Deadline is [date]. Two weeks to lock yours in. — [Coach]

WEEK 6 — CLOSING THE GAP

We're 10 days out from the printer deadline. We're close — [X] of [Y] players have an ad in. For the [Z] players left: reach out today. Or write the buy-out check today. Either gets you over the line. Reply here or text me directly. — [Coach]

DON'T SKIP THE LEADERBOARD

Even if only 4 players have sold ads, name those 4 players every week. Recognition drives the rest of the team to catch up. The worst thing you can do is go quiet — players hear silence as "this isn't actually a priority."

SCRIPT 04

THE TOP-SELLER CELEBRATION POST.

WHEN Once weekly + a final push at season's end. **WHERE** Team social media + parent group chat. **WHY** Recognition fuels the next year's effort.

MID-SEASON LEADERBOARD POST

 Week [X] program-ad leaderboard:

1. [Player Name] — [X] ads sold
2. [Player Name] — [X] ads sold
3. [Player Name] — [X] ads sold

Massive shoutout to these players for going out and bringing the community in. To everyone still working on their first one — there are still [X] days until the deadline. Let's get there together.

Sponsoring businesses: thank you. Every dollar stays with the team.

#[TeamHashtag] #GoTeam

FINAL TALLY POST (AFTER PRINT DEADLINE)

 Final program-ad results for [Team Name] — [Season Year]:

#[Total] raised by [X] players selling ads to [Y] local businesses.

Top sellers — [Player 1], [Player 2], [Player 3] — your team gear is on its way. To every player who sold an ad: this is what funds [travel / banquets / equipment]. Every dollar is here because of you.

To every sponsor: see you at the first home game. Program books go home with every family.

#[TeamHashtag]

SCRIPT 05

END-OF-SEASON SPONSOR THANK-YOU.

WHEN 1 week after the final game.**FROM** Booster president or head coach.**SUBJECT**

Thank you for being part of [Team Name] [Season].

This email is the entire reason renewals happen. Sponsors who get thanked renew 3× more often than sponsors who don't. Don't skip it.

EMAIL BODY

Hi [Sponsor Name],

On behalf of every player, coach, and parent on the [Team Name] [Season] team — thank you for sponsoring our season program.

This year, [X] local businesses came together to make this team possible. Your \$[amount] funded [specific outcome — e.g., "the team's travel to the championship tournament" / "new conditioning equipment for next year" / "the end-of-season banquet that recognized every player"].

I've attached a PDF of the [Year] program for your records. Your ad reached [X] families across [X] home games and is now sitting in the team scrapbook for every player.

The [Year+1] program is already in planning. I'd love to lock in your spot for next season early — same placement, same rate. I'll reach back out in [month] with the details.

Thank you again. Programs like this don't exist without businesses like yours.

— [Name]

[Title], [Team Name]

ALWAYS ATTACH THE PDF

A digital PDF of the program is a low-cost win for the sponsor — they share it with their staff, post it in their lobby, frame the page. It's also the most natural transition into "lock in your spot for next year."

SCRIPT 06

THE RENEWAL OUTREACH.

WHEN 3 months before the next season starts. **FROM** Booster president, head coach, or the player who originally sold the ad. **WHY** 60–80% renewal rate. Easiest dollars you'll ever earn.

RENEWAL EMAIL (SHORT VERSION — WORKS AS TEXT OR EMAIL)

Hi [Sponsor Name],

Hope all is well. [Team Name] is gearing up for [Season Year+1], and I wanted to reach out early to lock in your sponsorship for another season.

Same placement — [full page / half page / back cover] — same rate of \$[amount]. Print deadline is [date], so I'd love to confirm your spot before [date].

Just reply "yes" and I'll send the invoice + artwork form. If anything has changed on your end — new logo, new ad creative, different placement — let me know and we'll make it work.

Thanks again for being part of [Team Name].

— [Name]

FOR PLAYER-SOLD ADS — RENEWAL GOES BACK TO THE PLAYER

If [Player] sold the ad to their uncle last year — [Player] sends the renewal too. The relationship is what made the sale. Keep it that way.

RENEWAL CLOSE-RATE FRAMEWORK.

- **Tier 1 (family / personal connections):** 80–90% renewal.
- **Tier 2 (local pros — dentists, lawyers, real estate):** 60–75% renewal.
- **Tier 3 (cold-acquired):** 40–55% renewal.

The renewal cycle is also the moment to upsell — a sponsor who paid \$200 for a half-page last year can be moved to \$400 for a full page this year with one offer. See the upsell tier framework in the full playbook.