



## Guidelines for Email Outreach

### *Be proactive*

Each NH Tomahawks high school player has been set up with a sportsrecruits.com profile. All email correspondence to college coaches should be sent through your Sports Recruits portal which will keep correspondence organized and allow our recruiting personnel to assist in your recruiting process. In addition, coaches' emails are available through sportsrecruits.com.

### *Tips:*

Research each school and coach. Find out specific information about the athletic program you're contacting. Mention important wins or other recent success the coach has had. This kind of personal touch shows that you're interested in the coach and the college.

Avoid using a form letter: Coaches can tell when you do. Take the time to personalize each email. Information to include:

- Your Sports Recruits profile will be linked when you send emails from the portal.
- Subject Line: Your Name, Grad Year and Position
- A personalized salutation including the coach's name.
- Your basic information including your Tomahawks team, high school, the position that you play, and events that you compete in.
- Optional: Academic info GPA and standardized test scores and/or classes you are taking
- Some coaches like multi-sport athletes so feel free to mention other sports you play.
- Include any recognition you've received like all-conference honors, MVP, and academic awards.
- Explain why you want to play for that college and coach. Be specific.
- Include your contact information.
- Spell check and read again out loud before you send it.

### *Some examples:*

Dear Coach (last name); My name is (your name) and I am interested in (college). I am a rising senior at (school name) in (school town, state) where I am going into my 4th varsity lacrosse season as a midfielder. This summer I am playing for the New Hampshire Tomahawks (insert team) Team (jersey number). This spring I was honored as an All-State player and was our team captain. We had a successful season finishing 4th in our division. I have visited (college name) and feel it is a place I can thrive academically, socially and athletically. I have reviewed the academic offerings and have an interest in majoring in (major). Here is a link to my Sports Recruits profile where you will find more information about me and some video: (insert url) I am hopeful that you or one of your assistants will be able to come to one of these tournaments and see me play. (include your summer tournament schedule here) Sincerely, (your name) (address) (email address) Class of (insert grad year) Cell- (xxx-xxx-xxxx)

Optional openings: Dear Coach (last name): After visiting (college name) earlier this spring and watching your team play, I have a strong interest in applying for admission to (college name) this fall. I was impressed with the academic offerings and I have an interest in majoring in (major).

Dear Coach (last name): I have been researching (college name) and I am writing you to express my desire to apply for admission and to play lacrosse for you. (add some backup about why you would want to play here)