



CALLS FOR COACHES

Communications to set expectations for adults

Setting expectations at the start of every season applies to not only your players, but to everyone involved in their sport experiences, including families, coaches, officials and field administrators. Adapt the email template below to create a note that sets the tone for the season with your families.

Hey Families!

Welcome to a new season! _____ **[INSERT PERSONAL NOTES OF EXCITEMENT]** _____

Each season we start out setting expectations with our youth athletes. Equally important are the expectations that we set with our families, referees and coaches. We are all in this together, so let's work together to build the sport experience that we want for our kids!

**[INSERT 4-5 KEY IDEAS TO SET EXPECTATIONS WITH YOUR FAMILIES.
[Keep the ones below and add specifics to your program/sport. Develop your own expectations that align with the mission of your program/league.]**

- 1. Be a Team Player**
- 2. Be Kind and Supportive**
- 3. Celebrate Effort**
- 4. Encourage Mistakes**
- 5. Grow Together**

Coaches, parents, referees: model behavior we'd like to teach our kids. We all play different roles, but we are all a part of setting the tone for the season.

[Insert any season logistics here]

We are around whenever you need us. Reach out if you see anything troubling, want to bounce ideas around, or just to say hi!

See you soon!

[Personalized sign off]

Interested in customizing? A Word version of this file is available from Project Play upon request.

