Sample Email Templates for Contacting College Programs

1. Initial Outreach Email #1

Dear Coach [COACH LAST NAME],

My name is [PLAYER NAME] and I am a [19]-year old forward with the [TEAM NAME] of the British Columbia Hockey Conference. I am originally from [HOMETOWN, PROVINCE] and this is my [NUMBER] season of junior hockey.

It is my goal to play at the NCAA level and pursue my hockey and educational dreams. I am preparing a package of information to send you and would like to know how you would prefer to receive it. Would you like me to mail, fax, or email it to you?

I look forward to hearing back from you so I can send you my package of information.

Sincerely,

[PLAYER NAME]

***

2. Initial Outreach Email #2

Dear Coach [COACH LAST NAME],

My name is [PLAYER NAME] and I am a [YEAR]-born [POSITION] from [HOMETOWN,PROVINCE/STATE] who has just finished my [NUMBER] year of Junior A hockey with the [BCHC TEAM NAME]. I had a strong first season and have received considerable interest from NCAA Division [NUMBER] schools. I hope to be visiting several of these schools this summer.

I am not sure if you followed my play this year or if I am on your radar screen at all but [SCHOOL NAME] is certainly a school I am very interested in. It is my plan to play NCAA hcokey in [NUMBER] of years. Before I make a commitment to a school, I want to make sure I have explored all the options open to me including [SCHOOL NAME].

I would be happy to send you my education package along with my hockey information and game tape if you are interested. My coach is [COACH NAME] and he would be happy to take your call at [PHONE NUMBER]. My Education Advisor is [ADVISOR NAME] and he can be reached at [PHONE NUMBER].

Sincerely,

[PLAYER NAME]

***

3. Follow-Up Email

Dear Coach [COACH LAST NAME],

Congratulations on your season at [SCHOOL NAME]. [*You could add a sentence here about how they did that shows you have followed their team].* I was very happy with my [NUMBER] year of junior hockey here in [BCHC COMMUNITY NAME]. I received [LIST AWARDS OR RECOGNITIONS] and lots of excellent feedback from our coaches. I know as a team we felt we could have gone deeper in the playoffs.

I am following up our previous contact where you indicated that [SCHOOL NAME] has interest in me as a possible future recruit. [SCHOOL NAME] is certainly a school that I have serious interest in. As I prepare for my [NUMBER] year of junior hockey next season I would like to narrow down the schools I am considering. I would like to take the time this spring or summer to visit your school. Are you serious enough about me to be able to arrange a fly down visit for me? I will be attending the [TOURNAMENT OR SHOWCASE EVENT] on [DATE] and would love to arrange some visits around those dates.

I can be reached at [CELL PHONE NUMBER]. I would appreciate your honest feedback on where I sit in your potential recruitment plans. I look forward to your reply.

Sincerely,

[PLAYER NAME]

***

Tom McEvay
Director of Education Services
British Columbia Hockey Conference
250-724-0577 (home)
250-720-7624 (cell)
tmcevay@shaw.ca