



MHS STUDENT-ATHLETES EMAIL GUIDE

Gather Email Addresses

First, you need to find the email addresses of the coaches you want to contact. You can usually find this information on the college's website under their athletic department page. Once you have the email addresses, it's important to personalize each message and make sure that it is addressed to the specific coach.

Create an Email Draft

It's a good idea to create the email draft in a word processor instead of the email program of your choice. This way, you don't accidentally send the email before it is ready.

Create a draft in a word processor like Microsoft Word or Google Docs to write the email. This draft can be a general template you can adjust for each coach. In the email draft, you will want to introduce yourself, include your key stats, and explain what makes you a good fit for their team.

Include:

- Name
- High school and graduation year
- Club name (if applicable)
- GPA and test scores
- Sports stats (ie., batting average, pitch speed, etc.)
- Contact information

Make sure to save the draft so you can come back later to edit it for each college coach.

Personalize the Message

The most important step of how to email college coaches is to personalize each message. Once you have your base email drafted, it's time to make each version personal.

Change specific information like the college and coach's name to make the email unique every single time. Address something specific about what stands out about the team to you or compliment the coach on their accomplishments to show you've done your research.

College coaches get hundreds of emails from athletes interested in playing for their team. Do not send out a generic template email to every coach you contact. Coaches should be able to tell you took time to personalize the email, therefore showing genuine interest.

Close the Email With an Invitation

Close the email giving the coach a step to take such as asking them to call you at a certain time or inviting them to a tournament you are playing in. This will give them the impression you are very interested in connecting with them.

Attach Videos (optional)

If you are sending a recruiting video, such as a highlight reel or full game footage, attach it to the email draft. Be sure to mention that you attached a video for their reference so they don't accidentally miss it. If you don't have a video yet, that's okay. Just be sure to start on one as soon as you can.

Proofread the Draft

The next step in how to email college coaches is to thoroughly proofread the draft. We recommend you read it out loud to catch any errors. Then ask a parent, sibling, or friend to proofread it.

Write an Attention-Grabbing Subject Line

Another important step for how to email college coaches for recruiting is to craft an attention-grabbing subject line. Include basic information such as your name, graduation year, and position, but be sure to add something that makes you stand out.

This could be academic-focused like a high GPA or test score, or could be something related to your sport such as "3FG% - 42%."

Template for Emailing College Coaches

Here is a sample template of how to email college coaches for recruiting.

Subject line: Jennifer Smith, 2025 Guard from Gilbert, AZ, 4.0 GPA

Hello Coach Brown,

My name is Jennifer Smith, and I wanted to connect with you after watching an [ABC College] basketball game last week. After researching your program, I saw that there are three graduating senior guards leaving after this season. I believe I would be an asset to the [ABC Panthers] basketball team because I am a dedicated and skilled guard from Nebraska.

Last season I shot 42% from the 3 point line. I've improved my shooting percentage through hours of practice and attending various basketball camps. I have attached a highlights video for your perusal. Here are a couple of other details you may be interested in:

Height: 5 ' 7"

Weight: 130 lbs

Jersey Number: 3

GPA: 4.0

ACT: 28

I would love the opportunity to speak more with you about [ABC's] program. If you are interested, please give me a call at 111-111-1111 sometime between 3–6 pm on Wednesday (January 5th) or Thursday (January 6th). Or, if these times are not convenient, please email me and we can schedule a call for another time. Thank you for your time.

Sincerely,

Jennifer Smith

111-111-1111

jennifer.smith@xyzmail.com

Notice this email is brief and to the point while still providing enough information. That is the key to writing a professional email to a college coach.