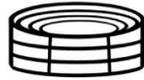


# BOOT CAMP



## Parents

There are several topics to hit on in your communication:

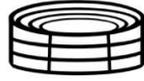
- **Opportunities that sports provide.** Frame for the parents how sports provide some many growth opportunities. Often we see the opportunit sports provides as just a scholarships. Rarely do sports provide scholarships. Such a small percentage of hs athletes get a scholarship. It privdes development, perserverance, growth, toughness, maturity, ect.

-**Parents play an important role.** They are the loudest voice in their child's life. Encourage to speak positive, support their child, be encouraging, don't criticize teamamates, coach, etc.

-**Ground rules for parents communicating wth the coach.** Playing time is off limits. Encourage kids to talk to coach. Other issues are welcome but please do not use other issues to talk playing time or talk about other kids.

There might be other topics to address but these hit the big buckets.

# BOOT CAMP



Now set up an email process where you have a schedule of emails going out throughout the year.

For example: ( This schedule will depend on the season your sport plays... this example is for basketball)

**Email 1:** Early in school year (Early Sept.)- Address the importance of parents.

**Email 2:** Late September-Address the the opportunities that sports provides

**Email 3:** Right before season starts: Both via email and in person meeting talk about ground rules. Plus reiterate the importance of parents and the oportuntites that sports provides.

**Email 4:** Early season: An email sharing your thoughts about the team. Be positive. Brag on their children... if there are specific kids really showing leadership, toughness, hard work, communicate that. I would stay away from talking about performance. Plus send an email to each parent individually talking about the positives you are seeing in their son/daughter.

**Email 5:** Middle of year. Another update email.

**Email 6:** After season- Individual email to each parent talking about postives you are seeing in their son or daughter.

## **Other idea:**

Ask parents to write an end of the year letter to their child sharing what they have seen in them over the last 3-5 months.