



AMESBURY SOCCER ASSOCIATION

Hello ASA Coaches and Volunteers.

This week's coaching email focus is on communication, especially email. Proactive communication by coaches and program directors will reduce the number of emails to reply to (no, it will not eliminate emails with parents who don't read their emails or check the website for information).

1. Send a weekly email with the schedule and updates for the coming week.

- The weekly email keeps details fresh as no one likes searching back through emails.
- Provide details on times and places for all practices and games.
 - If a location is outside of Amesbury, include addresses. I always included estimated driving time from the Amesbury Public Library (centrally located downtown location).
- Include a positive note about the most recent game or training sessions
- Include other reminders (e.g., bring a ball, pack extra water if it is going to be hot, etc.)

2. Be concise.

- We are all volunteers, and our time is valuable.
- Bullet lists are great for conveying the key details.
- Details and attention get lost in long, wordy emails

3. Use Sport Engine for Team Communication

- Sport Engine prevents the need for a coach to maintain an updated email list.
- If a parent/guardian wants to add/subtract/edit email addresses associated with a player, it is the responsibility of the parent/guardian.
- Volunteer coaches should not become involved in intra-family disputes or issues.

4. Communication with Minors (players under 18)

ASA coaches are supposed to complete Safe Sport training. It is important that we follow policy requirements regarding communication with minors, which are summarized below.

- Must be Open and Transparent - a parent/guardian or another ASA Adult Participant must be copied or included on all communication (email, text, group chat, etc.) on any communication between an Adult Participant and a minor athlete.
 - This includes all communication initiated by a Minor Athlete.
- All communication should be professional in nature.

Additional details on Safe Sport communication are provided at these links

[MAAPP_OnePagers_Communication.pdf \(uscenterforsafesport.org\)](#)

[Electronic-Communication-Tips.pdf \(from US Sailing\)](#)

Below is an example email I sent when coaching Grade 7-8 boys. I am also sharing 2 additional links about coach communications.

Have a great start to the fall soccer season.

Paul

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917 971 2956

<https://www.soccerdrive.com/learn-how-to-coach-soccer/communication-tips>

<https://coachingamericansoccer.com/administration/sample-letters-to-parents/>

Hello Shamrocks

2 wins in 2 games is a great start to the season. Here is the schedule for this week

Match 3 - Away at Lawrence

Kick-off at 1:30

Arrive ready to go by 1:00 PM

139 Osgood Street - ~25 minutes from downtown Amesbury

Practices

Wednesday 5:15 to 6:30 PM

Friday 5:15 - 6:30 PM

Please have every player bring a ball to every practice.

Have a good week.

Amesbury Soccer Association

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