"Letter Packages & Showcase Camps":

Getting Prospects to Want You as Bad as You Want Them
Prospects, Suspects & Shopping Lists

- One Page
- Send the “Vision”
- Make Your Request Simple & Clear
- Time-Line Your Mailers: Make Calendar Goals & Stick to Them
- Always Follow-Up: Names & Relationships are our Product and Business—Reinforce Return Business
- Aggressive Summer (Showcase Camp) Schedule: Wherever Rising Jr’s & Sr’s Are
  1. Build Relationships: No Phone Call is Complete W/Out
  2. Find Out Who Loves to Play; is Teachable; has Instincts
“Bits & Pieces....”

• Have an *instinct* for the recruits you have a chance to sign; spend most of your time here
• Recruit for *attitude* and *ability*—all success begins with commitment
• Know when to challenge & walk away
• Use (and *trust*) your instincts—We get paid to PROJECT
• Good *projection* takes you to the top—**Build a History**
• **Letter Package:** Paint a picture of strength; Be clear; Sell opportunity
Letter Package Examples (May)

- **Coach (Name, HC)**
  Great Teacher of Game
  Pedigree
  Reputation

- **Javelina Stadium**
  First Class
  Crowds; Environment
  Home Record

- **Great Campus**
  Pride in Campus; Beauty
  Safe; Lots to Do

- **President Committed to Athletics**
  Full Support From the Top

- **Open Door Policy for Players**
  Building Relationships
  Home & Office Open
  Here to Help

- **Biggest Turnaround in NCAA**
  Coach ____’s Impact
  Style of Play
Letter Package Examples (June)

- **Javelina (Sport) + Player’s Name = Success**
- **First Class Equipment**
  Brand(s)
  The best ______
- **Only Show in South Texas/Town**
  Biggest Attraction in K’ville
  City Centers Around Jav’s

- **Fast Paced Style of Play**
  Intensity on Both Sides
  Tailor-Made for Your Game
- **You’ll Get Your Degree @ TAMUK**
  Our # 1 Priority
  Academic Support
- **Career Development**
  X% Job Placement
  $ ___K Average Salary
  Alumni
Letter Package Examples (July)

- **Individual Attention in Classroom**
  Teaching #1 Priority
  Faculty Cares, Supports ___ Small Classes

- **Start of Something Big**
  Our 1st Recruiting Class
  Opportunity to Play
  We Graduate ____ Seniors

- **K’ville a Great College City**
  Love the Javelinas
  Active Social Life

- **Competitive Schedule**
  National/Regional Teams
  Great Trips
  Prepares Team for Post-Season

- **Team Travel**
  Visit Great Cities
  First Class
Letter Package Examples (August)

- **Great Start to Practice**
  Players Excited About Season
  We Love to Coach
  Preparing for NCAA’s

- **Proud of Player’s in Our Program**
  Good People; Work Hard; Will be Successful After…

* **We Care About Players Off the***

- **You Are a Priority to Us**
- **Our Player’s Say Great Food**
  All You Can Eat
  ___ Places to Eat on Campus

- **Program Philosophy**
- **10 Reasons to Come to TAMUK**
- **Your Decision is Easy**
  Go Where You’re Most Wanted
  Go Where You’re Most Needed
  Go Where You Can Impact
Fundamental Basics: Campus Visit

- **Career Planning & Placement**: They need to see what happens with the degree—work from final product backwards
- **Prof in Academic Area**: Make sure prospect has “good” reasons for choice of major
- **Student Support Services**: It’s a recruiting tool; but the goal is *not* to use it; Highlight safety nets & services
- **Strength & Conditioning**: Sell development & accountability
- **Special Interests**
- **Facility & Campus Tour**: Sell proximity & contrast w/ larger universities
Campus Visit Continued

- **Head Coach Meeting**:
  1. What to Expect & What’s Expected of You
  2. Describe an normal…pre-season, fall, off-season, spring
  4. Next Day(HC): Send Personal Letter; Highlight Points, Underscore Next Steps
  5. Asst’ Coach: Phone Follow-Up; Highlight Points, Underscore Next Steps
  6. It’s a Mutual Investment