

PARENTS

Sample Letter

Below is a sample letter intended for USA Swimming member clubs to help market their programs to potential parents. It includes overarching ideas which could be helpful to inform parents of prospective athletes. However, clubs should edit to best fit their programs' goals and specific club information.

Dear future swim parent,

We at [insert team name] are thrilled to hear about your interest in your child joining our team! A little about us:

[Insert a couple sentences about your team, who you are, what meets you regularly attend, who the team is comprised of]

What sets our team apart is:

[Insert a couple of sentences about what makes your team special. This could include community service aspects or team bonding activities that create a positive environment. See the Community Standout Tips document for more ideas.]

Thank you for your interest! For more information on our team and how you can join please contact:

[Insert contact information here. This includes names, emails and numbers of staff prospective parents can speak with as well as links to web pages and social media accounts where parents can find more information.]

Sincerely,

(Sign name)

[print name]

[insert team photos here]

