

EXCEED VARSITY

FREE SAMPLE · THE 2026-27 FAMILY RECRUITING KIT

COACH'S RECRUITING GAME PLAN

Timelines, trackers, templates and worksheets for high school football players and their parents.

NO SHORTCUTS. NO GUARANTEES. JUST THE GAME PLAN.

Rules last checked October 18, 2026 · exceedvarsity.com

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Twelve tools and the rules behind them. Work through them in order, or jump to your grade.

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This free sample includes the full table of contents, the Start Here page, three complete tools from the kit (Templates 1 and 2, the camp worth-it screen and the Social Media Audit) and the Disclaimer & License page. Page numbers refer to the full 31-page kit.

00 START HERE

College coaches aren't going to magically find every talented football player. You need a plan. You need quality film. You need to understand who to contact, when to contact them, and what to say. This kit puts that plan on paper.

WHERE TO BEGIN

1. **Read the Disclaimer & License page** (near the back). Two minutes. It explains what this kit is and isn't.
2. **Find your grade** in the 4-Year Timeline. Check off what's done. Circle what's next.
3. **Open the tracker spreadsheet** (Coach-Game-Plan-Tracker.xlsx). Make your own copy. Add your target schools and core courses.
4. **Build your tools:** One-Page Player Profile, highlight film (Shot List), Social Media Audit.
5. **Start contacting coaches** with the 10 templates. Log every message in the Target List.
6. **Before spending money** on a camp, run the Camp Budget Worksheet.
7. **Before deciding**, put every option on the Offer & Aid Comparison Sheet.

WHO DOES WHAT

PLAYER	PARENT / GUARDIAN
Sends the emails and DMs, in his own words	Proofreads, keeps the calendar, tracks costs
Owens the film and the Shot List	Helps gather clips and measurables
Talks to coaches on calls and visits	Asks the money and academic questions
Keeps grades and core courses on track	Meets with the counselor each year

OFFICIAL RULE

The NCAA's recruiting page notes that parents or guardians often lead the process in 9th and 10th grade, but by 11th and 12th grade students should take ownership and lead communication.

Source: NCAA: Recruiting (How Recruiting Works), ncaa.org/eligibility-center/recruiting/

THE WEEKLY FILM SESSION (20 MINUTES)

- ☐ Update the Target List: who you contacted, who replied.
- ☐ Set the follow-up dates for the week.
- ☐ Check grades and the Eligibility Center tasks.
- ☐ Pick one item from the Timeline to finish.

HOW TO READ THE LABELS IN THIS KIT

OFFICIAL RULE

A rule from an official NCAA or NAIA source, with the source named. Rules change, so confirm before acting.

COACH RECOMMENDATION

Coach's advice from years around the game. Not a rule. Use your judgment.

CHECK THE OFFICIAL SOURCE

We couldn't confirm a specific date or rule in an official source, so we point you to the official page instead of guessing.

Rules in this kit were last checked on **October 18, 2026** for the **2026-27** season. Buyers get free updates when rules and calendars change.

03 TEMPLATES 1 AND 2

01 INTRO EMAIL

EMAIL

First contact with a position coach or recruiting coordinator.

Subject: [Grad Year] [Position] | [Your Name] | [High School], [State]

Coach [Last Name],

My name is [Your Name]. I'm a [grade] [position] at [High School] in [City, State], class of [Grad Year]. I'm interested in [College] because [one specific, true reason: major, scheme, what you saw at a game].

Height/Weight: [6'1" / 205] (measured [month/year] by [who])

GPA: [3.4] | NCAA ID: [number, if registered]

Highlight film: [link]

Full game film: [link or "available on request"]

[Season] stats: [2-3 key numbers]

My head coach is [Coach Name], [email] / [phone], and he knows I'm reaching out.

What would you need to see from me to be evaluated for your program? Thank you for your time.

[Your Name]

[Email] | [X/Instagram handle]

Parent/guardian: [Name], [email]

02 INTRO DM

DM

Short version for X or Instagram. Keep it brief; link to everything.

Coach [Last Name], I'm [Your Name], [Grad Year] [Position] at [High School] ([State]). [Ht/Wt], [GPA] GPA. Here is my film: [link]. I'm very interested in [College] and would appreciate any feedback. Thank you, Coach!

07 IS THIS CAMP WORTH IT?

Camps can help. They can also burn a summer budget fast. Screen every camp before you register.

Camp A: name, school, date _____ Camp B: name, school, date _____ Camp C: name, school, date _____

QUESTION	CAMP A	CAMP B	CAMP C
Is this camp run by, or attended by, coaches from schools on my Target List?	Y / N	Y / N	Y / N
Will the position coach for my position be working my group?	Y / N	Y / N	Y / N
Has a coach from this school seen my film or contacted me directly (not a mass email)?	Y / N	Y / N	Y / N
Is the level a realistic fit for my current film and measurables?	Y / N	Y / N	Y / N
Will I get real reps in front of evaluators, or stand in line most of the day?	Y / N	Y / N	Y / N
Can my family afford it without skipping something more important (training, a visit, film)?	Y / N	Y / N	Y / N
Is this camp the best-value way to get evaluated by this school (no cheaper option like film, a visit or a closer camp)?	Y / N	Y / N	Y / N
Total YES answers			

COACH RECOMMENDATION

Five or more YES answers: worth a serious look. Four: get answers from the staff before you pay. Three or fewer: you can probably find a better way to be seen, like film to the right coaches or a visit. A camp 'invitation' is often a mass email. Ask if the staff has seen your film.

PERSONAL STRATEGY

Spread your budget. One camp at a school that's actually recruiting you is usually worth more than three big-name camps where you're one of hundreds.

09 SOCIAL MEDIA AUDIT

Coaches look. Assume every post, like and repost will be seen by the coach you most want to play for.

Accounts audited (X, Instagram, TikTok, other) _____ Date of audit / parent reviewer _____

PROFILE BASICS

- ☐ Handle is your name or close to it. No jokes, nothing a coach has to explain.
- ☐ Profile photo is clear: you, in uniform or a clean headshot.
- ☐ Bio: name, grad year, position, high school, state, height/weight, film link, recruiting email.
- ☐ Pinned post is your current highlight film.
- ☐ No home address, phone number, or daily schedule anywhere public.

SCROLL BACK THREE YEARS

- ☐ Delete posts with profanity, put-downs, or anything about drugs, alcohol, or weapons.
- ☐ Delete anything negative about teammates, coaches, officials, or other schools.
- ☐ Check your likes, reposts, and replies. Coaches see those too.
- ☐ Check who and what you follow. It says something about you.
- ☐ Remove tagged photos you wouldn't want your head coach or a college coach to see.

GOING FORWARD

- ☐ Post film, training, academics, team wins, and community service.
- ☐ Credit teammates and coaches. It reads as leadership.
- ☐ Never argue in comments. Never post angry. Wait a day.
- ☐ Follow programs on your Target List and their staff.
- ☐ DMs to coaches are short, polite, and include your film link (see Template 2).
- ☐ A parent has the password or reviews the account monthly.

Score: boxes checked (out of 16) _____ Next audit date (every 3 months) _____

COACH RECOMMENDATION

If you wouldn't want it read out loud in a living room with a college coach, your head coach and your grandmother all sitting there, delete it.

11 DISCLAIMER & LICENSE

No Shortcuts. No Guarantees. Just the Game Plan. Here's exactly what that means.

NOT AFFILIATED

ExceedVarsity is independent. We are **not affiliated with, endorsed by, or operated by the NCAA, the NAIA, the NJCAA, or any college or university.** Those names belong to their owners and are used only to identify the organizations whose rules we describe.

NO GUARANTEES

No guaranteed scholarships, offers, admission, eligibility, roster spots or playing time. No guarantee that any coach will reply to, contact, or evaluate an athlete. Using this kit does not change that.

NOT AN AGENT OR RECRUITING SERVICE

We don't market athletes to colleges, contact coaches for you, or charge fees tied to offers or placement. We never sell athlete information. This kit is an education and organization tool.

GENERAL INFORMATION, NOT LEGAL ADVICE

This kit is general information. It is not legal, financial or tax advice. Rules are set by the NCAA, NAIA, NJCAA and colleges, and they change. Always confirm with the official source or the college's compliance office before acting. Rules were last checked October 18, 2026.

EXAMPLES ARE MADE UP

Sample emails and examples are illustrations, not real athletes, coaches or schools.

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You may: print as many copies as your family needs, fill them in, and make your own copy of the tracker spreadsheet.

You may not: share, forward, resell, post, upload, or distribute this kit or the spreadsheet, in whole or in part, or remove the license line.

Coaches and schools: this license doesn't cover team or classroom use. Contact us about a team license.

REFUNDS

7-day refund window from purchase. Because this is a digital product that can be copied, **the refund is void once the kit has been downloaded or the spreadsheet has been copied.** That's why we publish a free sample and full table of contents first.

UPDATES

Buyers get free updates when rules and calendars change.

PRIVACY

Parents and guardians are the buyers. Keep your player's personal information (address, birth date, ID numbers) out of anything you post or share publicly.

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