



FREE RESOURCE

School Partnership Kit

Everything you need to land a free skills clinic at a local school and turn it into paying clients. Read the Start Here guide first, make the templates yours, then follow the game plan.

What's inside

- **Start Here guide** — the full game plan, step by step, plus bonus moves.
- **School Outreach Email** — gets a school to take a quick meeting with you.
- **Clinic Proposal** — present it in that meeting and lock in a free clinic.
- **Registration & Waiver** — parents complete it before clinic day. This is your lead list, photo consent included.
- **Post-Clinic Follow-Up Scripts** — the calls, texts, and email that turn participants into paying clients.

Make the templates yours. The pages that follow are for reading and printing. To customize a template, open the editable Google Doc below, click **File > Make a copy**, then swap the [bracketed] fields and drop in your logo.

- [Start Here guide](#)
- [School Outreach Email](#)
- [Clinic Proposal](#)
- [Registration & Waiver](#)
- [Post-Clinic Follow-Up Scripts](#)

Start here

Everything in this kit is built to do one thing: help you land a free clinic at a local school and turn it into paying clients. Steal it, make it your own, and go fill your programs.

What's inside

- **Outreach Email** — get a school to take a quick meeting with you.
- **The Proposal** — present it in that meeting and lock in a free clinic.
- **The Waiver** — the school sends it home, parents complete it, and you collect it on clinic day. This is your lead list.
- **Follow-Up Script** — turn clinic participants into paying clients.

Your game plan, step by step

1. **Make the templates yours (~15 min)** — Open each doc, click File → Make a copy, swap every [bracketed] field, and drop in your logo.
2. **Email a school (~10 min)** — Send the outreach email to the athletic director, PE teacher, or principal (not the front desk). Ask for a quick conversation — don't pitch yet.
3. **Present the proposal (~20–30 min)** — On a call or in person, walk them through the proposal and lock a date. Lead with what they get: free, professional, zero budget.
4. **School sends the waiver home (school handles, 1–2 weeks out)** — Parents complete it before the clinic. No form, no participation — so you capture every family.
5. **Run the clinic (during regular PE blocks, with all classes)** — Bring the energy, wear branded gear, bring a co-coach if you can, and take LOTS of photos and video of every age group.
6. **Collect the waivers (~5 min, clinic day)** — Every completed form is a lead: contact info plus permission to reach out. This is the whole payoff.
7. **Follow up (start the next day)** — A quick, personal call and text the next day, and an email with lots of pictures that same week. Don't pitch a membership — compliment their kid (ideally something specific you remember about them), ask how they liked the session, then invite them to a session. Win the first yes; the rest follows.

Bonus moves (multiply your results)

- **Post it — show you give back.** Share photos and clips and tag the school + community. Your waiver already covers photo consent, so you're cleared to post. Free marketing, social proof, and it makes the next school easier to land.
- **Get the school to share.** Ask them to repost — their parent audience is exactly who you want in front of.
- **Send the kids home with something.** A simple take-home flyer with your info and a scan-to-register link or clinic special — a second capture touch beyond the waiver.
- **Give back.** Offer the school a few free spots for kids who can't afford it, or a fundraiser split. Goodwill compounds into referrals.
- **Ask for the next school.** After a great clinic, ask your contact to introduce you to other schools and ADs. One clinic becomes a pipeline.

Want help tailoring this to your business — or curious about other ways Citrus can help grow your sports business? **DM us @getcitrus or book a demo at joincitrus.com. We built this because we want you to win.**

School Outreach Email

HOW TO USE Swap the green [brackets] for your details, then copy this into your email. Send it to the athletic director, PE teacher, or principal — not the front desk. Keep it short; the goal is a quick conversation, not to sell the whole thing here.

Subject line (pick one)

1. A free [sport] clinic for your students?
2. Free skills clinic for [School Name] — no cost to the school
3. [Your Business] — a free clinic for your kids

Email

Hi [Principal / Athletic Director name],

I'm [Your name], a local [sport] coach and owner of [Your Business] here in [town]. I run skills clinics for young athletes, and I'd love to bring one to [School Name] — completely free.

The idea is simple: I'd come in during your regular PE blocks and run a fun, professionally-coached session for your students. It gets kids moving, they have a blast, and it costs the school nothing — I bring the coaches and all the equipment.

Could I grab 10 minutes this week or next to see if it's a fit and find a date that works for you?

Thanks for considering it — I'd be thrilled to do something positive for your students.

[Your name]

[Your Business] · [phone] · [email] · [@instagram]

If you don't hear back (send 3–4 days later)

Reply to your original email so it threads:

Hi [name] — just floating this back to the top of your inbox. The offer stands: a free clinic for your students, no cost and no work on your end. Worth a quick chat? — [Your name]

[YOUR LOGO]
≈ 2 in / 600 px wide

[Your Business Name]

[Your name] · [phone] · [email] · [@instagram]

Free School Skills Clinic

Partnership Proposal

Prepared for: [School Name]
Attn: [Principal / Athletic Director]

Proposed date(s): [date / range]
Prepared by: [Your Business Name]

The opportunity

We'd love to run a [sport] skills clinic for your students — at no cost to the school. It's a fun, active, professionally-coached session that gets kids moving and builds excitement around [sport], while giving your school a high-quality enrichment experience with zero budget impact.

What we're proposing

- **Sport / focus:** [e.g. basketball fundamentals]
- **Who it's for:** [grades / age groups]
- **Format:** [# of sessions] session(s), [60–90] minutes each
- **Group size:** [students per session]
- **Location:** [school gym / field]
- **What we'll do:** a warm-up, skill stations, a fun game, and a big finish — high-energy, age-appropriate, and a blast for every kid.

What the school gets

- Professional, energetic coaching at no cost to the school
- A safe, structured, fully-supervised session with a clear plan
- Equipment provided by us — nothing required from your staff
- Optional: a fundraising split or free spots for students in need — [your offer, if any]

What we provide

- **Coaches:** [# of certified coaches], background-checked and experienced with youth
- **Equipment:** [balls, cones, pinnies, etc.]
- **Insurance:** [liability coverage details / certificate available on request]
- A parent waiver/registration form for the school to send home before the clinic

Logistics we'll confirm together

- **Date & time:** [proposed]
- **Space & equipment needed from school:** [gym access, hoops, etc.]
- **Point of contact:** [name / phone / email]

About us

[2–3 sentences: who you are, your experience, the athletes/teams you work with, and why you love coaching. Keep it warm and credible.]

Thank you for considering — we'd be thrilled to bring this to your students.

Clinic Registration & Waiver

Participation, Liability Release & Consent

Clinic / event: [name]

Location: [school / venue]

Date: [date]

Hosted by: [Your Business Name]

Participant (athlete)

First name

Last name

Grade

Age

Parent / guardian

First name

Last name

Phone

Email

Emergency & medical

Emergency contact (name)

Emergency contact (phone)

Allergies / medical conditions

Acknowledgement & consent

[Template only — not legal advice. Review against the laws of your province/state and add or remove clauses as needed for your area. Delete this line before use.]

- **Assumption of risk:** I understand that [sport] activities carry inherent risks — including physical contact, falls, collisions, and contact with equipment — and I accept those risks on behalf of the participant.
- **Release & waiver of liability:** I release and discharge [Your Business Name], its owners, coaches, employees, and volunteers, together with the host school and its staff, from liability for any injury, loss, or damage arising from normal participation, except in cases of gross negligence.
- **Indemnification:** I agree to hold harmless and indemnify the parties above against any claim brought by or on behalf of the participant relating to this clinic.
- **Medical & costs:** I confirm the participant is healthy and able to take part, I authorize emergency medical treatment if needed, and I accept responsibility for any resulting medical costs.
- **Code of conduct:** The participant will follow coach instructions and safety rules. [Your Business Name] may remove any participant whose conduct is unsafe or disruptive.
- **Photo / media:** I grant permission for photos/video taken at the clinic to be used for promotional purposes. **([remove if not applicable])**
- **Contact consent:** I consent to [Your Business Name] contacting me by phone, text, or email about its programs, camps, clinics, and services.
- **Governing law:** This agreement is governed by the laws of [your province / state], and if any part is found unenforceable, the remainder stays in effect.

By signing below, I confirm that I am the parent/guardian of the participant, I am 18 or older, and I have read, understood, and voluntarily agree to everything above.

Parent / guardian signature

Date

Post-Clinic Follow-Up Scripts

HOW TO USE Lead with their kid, never a sales pitch. Run it in this order — all calls and texts within 24 hours of the clinic (or meeting), ideally the next day.

1. **Call first.** Leave a voicemail only if they don't answer.
2. **Text.** If you didn't reach them by phone, or to follow the call.
3. **Photo email.** Anytime that week — no rush, it doesn't need to be day-of.

Text — your go-to

Hi **[Parent name]**, it's **[Your name]** from the **[sport]** clinic at **[School]** yesterday. **[Kid's name]** was awesome out there — **[one specific thing, e.g. “great energy on the shooting drills”]**. I wanted to ask how **[Kid's name]** enjoyed our program?! We have **[Next Program]** coming up on **[date]** and I'd love to have **[Kid's name]** join us!

If they don't reply (2–3 days later)

Hey **[Parent name]**, hope **[Kid's name]** had fun! Totally get that things get busy — just let me know if you'd ever like to get them into **[Next Program]**.

Voicemail — if no answer

Hi **[Parent name]**, it's **[Your name]** from the **[sport]** clinic at **[School]**. **[Kid's name]** did great — I'd love to help them keep building on it. I'll send a quick text with the details. Talk soon!

Call — talking points

- Open warm: who you are and that **[Kid's name]** was at your clinic.
- Compliment the kid — something specific if you can remember it.
- Ask, then listen: “How did **[Kid's name]** like it?”
- Invite, don't pitch: “We've got **[next session / program]** on **[date]** — would they want to keep going?”
- Make it easy: offer to save a spot or text the link right now.

Photo email — send that same week

No pitch, no ask — just photos and a thank-you. Send it to every parent from the clinic.

Subject (pick one):

- Photos from our clinic at **[School]**!
- Your kids in action — photos inside
- A few favorites from **[School]**'s clinic day

Hi everyone,

What a day at **[School]**! We had a blast getting out into the community and running a free **[sport]** clinic for your kids — they brought serious energy.

We took a ton of photos so you can relive it. Take a look: **[photo album link]**

Thanks for letting us be part of their day — giving back to local schools is the best part of what we do.

[Your name], [Your Business]

Load it with photos — every class and age group, so every parent can find their own kid. The more, the better.

Remember: the photo email goes out that same week — so even parents who don't reply yet keep seeing the value. Keep every message about their kid, not your business, and the relationship does the selling.