Learning Objectives:
1. Develop a basic system for organizing your recruit database.
2. Develop a system for communication with potential athletes, their parents, and their coaches through email, text, phone calls, and social media.
3. Organizing a year-long recruiting schedule.

Key Points:
1. Organization of Recruit Database
   a. Technology
   b. Scholarship Charts
   c. Tiers
2. System of Communication
   a. Themes to Mailout Activity
   b. Monthly Chart
      i. Who do you contact?
      ii. How do you contact them?
      iii. Tiers and level of communication
3. Organizing a year-long recruiting schedule
   a. Budgets/Evaluation Days
      i. Budget Sheet
      ii. Evaluation Day Sheet
   b. Tournament List with Top Athletes
   c. Creating a General Year-Long Calendar
   d. Evaluating staff strengths

Conclusion:
1. Create a simple plan and then build
2. Evaluation Skills
3. Other Resources
   a. Pinterest
   b. Dan Tudor
   c. Coaches in your athletic department
   d. Club Coaches