[insert name of organization here] Athletes, Parents, and Coaches:

We want to thank you for your continued feedback on how we can make your athlete’s [insert name of organization here] soccer experience better. Your insights, coupled with expertise acquired from outside of our organization, have helped shape our [insert season] player development planning.

At the centre of this planning are the players’ needs and wants. You are the primary customer and we know that fun, friends & the opportunity to improve are three things that matter the most to you. We are introducing a digital platform to give you more visibility into and control over your development journey.

Parent needs are equally as important as you are the secondary customer. We know that player safety and developmental opportunity are two things that are important to you. We are going to be introducing an objective, transparent evaluation system (loaded with value-add safety features) that better connects you with the development process.

Quality coaching matters! We are fortunate to have open minded coaches who are eager to learn how to create great experiences for their [insert name of organization here] players. We have invested in quality coach education and intend to provide all of our coaches with the support they need to be able to coach efficiently & effectively.

Underpinning our planning is the process of Athlete Development; a roadmap for age & stage appropriate steps towards quality movement in sport and life. We have curated 1-page overviews for all of the sport stakeholders that explain the process and provide helpful tips, tools, and resources you can access. You can contact us or download these from the [insert name of organization] website here [insert link].

You can expect to see a few different things as we approach the [insert year] season and we invite you to be part of that development process. Please contact us at any time.

Sincerely,

[insert contact info here]

[insert president contact info here]

* Quality Sport | [Athlete – 1-page handout](https://canadasoccer.sharepoint.com/sites/ClubLicensing/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FClubLicensing%2FShared%20Documents%2FResources%2F03%2E%20Tools%2FActivating%20Athlete%20Development%20in%20your%20Club%2F3i%2Eiii%2Dvii%2E%20Handouts%2FQuality%20Sport%20%2D%20Athletes%2Epdf&parent=%2Fsites%2FClubLicensing%2FShared%20Documents%2FResources%2F03%2E%20Tools%2FActivating%20Athlete%20Development%20in%20your%20Club%2F3i%2Eiii%2Dvii%2E%20Handouts)
* Quality Sport | [Parent – 1-page handout](https://canadasoccer.sharepoint.com/sites/ClubLicensing/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FClubLicensing%2FShared%20Documents%2FResources%2F03%2E%20Tools%2FActivating%20Athlete%20Development%20in%20your%20Club%2F3i%2Eiii%2Dvii%2E%20Handouts%2FQuality%20Sport%20%2D%20Parents%2Epdf&parent=%2Fsites%2FClubLicensing%2FShared%20Documents%2FResources%2F03%2E%20Tools%2FActivating%20Athlete%20Development%20in%20your%20Club%2F3i%2Eiii%2Dvii%2E%20Handouts)
* Quality Sport | [Coach – 1-page handout](https://canadasoccer.sharepoint.com/sites/ClubLicensing/Shared%20Documents/Forms/AllItems.aspx?id=%2Fsites%2FClubLicensing%2FShared%20Documents%2FResources%2F03%2E%20Tools%2FActivating%20Athlete%20Development%20in%20your%20Club%2F3i%2Eiii%2Dvii%2E%20Handouts%2FQuality%20Sport%20%2D%20Coaches%2Epdf&parent=%2Fsites%2FClubLicensing%2FShared%20Documents%2FResources%2F03%2E%20Tools%2FActivating%20Athlete%20Development%20in%20your%20Club%2F3i%2Eiii%2Dvii%2E%20Handouts)