



Athlete Recruitment

Email Messaging & Social Media Posts

Email to Prospective Athletes

[Prospective Athlete Name],

I am [Name, Coach] reaching out on behalf of the [U.S. Collegiate Ski & Snowboard Association \(USCSA\)](#). I have been following your athletic career through High School and I am impressed by your talent and dedication to [discipline events] and wanted to connect with you about USCSA opportunities.

My coaches and I believe you have the potential to make an impact on USCSA and our team. [mention athlete qualities such as leadership, determination, teamwork, etc.].

If you are unfamiliar with USCSA, it is the only snowsports competition organization that is team based and only one of two collegiate competition options. At [school or conference], we are committed to providing our athletes with the resources and support they need to excel both on and off the field. [What can you offer? What does the school offer for training facilities]

We would love the opportunity to discuss how you could fit into our USCSA [discipline] team and contribute to USCSA. If you are interested in learning more, please don't hesitate to reach out to me directly at [Your Phone Number] or [Your Email Address].

Thank you for considering this opportunity, and we look forward to hearing from you soon.

What is USCSA

Made up of over 140 member colleges and universities and 5,000 student athletes, USCSA is the preeminent governing body for collegiate team ski racing and snowboarding in North America since 1974. [Learn more about the organization here.](#)

Snowsports Competition Post High School

There are many avenues for continuing snowsports competition after high school with USCSA being one of the most diverse. USCSA is the only organization that includes competition in 5 disciplines and offers options for highly competitive athletes with top rankings and opportunities to those who are interested in a club style college sport. [Learn more about the different pathways post high school.](#)

Thank you,

[Coach/CC]



Email to Organization or Club

Dear [Ski Club Name] Members,

I hope you are enjoying the ski season!

My name is [Name], and I represent the [U.S. Collegiate Ski & Snowboard Association \(USCSA\)](#) [conference / region / school]. We wanted to connect and pass along information about USCSA and an invitation to all members of [Ski Club Name] to consider continuing snowsports competition post high school.

Made up of over 140 member colleges and universities and 5,000 student athletes, USCSA has been the preeminent governing body for collegiate team ski racing and snowboarding in North America since 1974. [You can learn more about the organization here](#). There are many avenues for continuing snowsports competition after high school, with USCSA being one of the most diverse. USCSA is the only organization that includes competition in 5 disciplines and offers options for highly competitive athletes with top rankings and opportunities to those who are interested in a club style college sport.

You can find out more about our organization including our mission and values [on our website here](#). We also have extensive information on the [different competition options for snowsports post high school here](#). In addition, I attached a flyer that gives an overview of our organization that would be great to share with your club.

Let me know if you would like to connect further about USCSA or other post high school competition options for your athletes. Our goal is to see athletes stay with the sport after high school and find the best avenue to connect them with it.

Thank you,

[Coach/CC]

Social Media Post Drafts

Do not need to be graphic style images (text overlays). Can be simple photos and videos.

Post 1

Searching for post high school snowsports competition options? USCSA could be what you've been looking for!



Each snowsport competition pathway after high school offers a unique opportunity for athletes. The collective goal of all organizations is to see the athlete continue with snowsports and find the option that fits them best.

Learn more by visiting our prospective athlete page, which defines different options and how the USCSA can fit your needs.

Post 2

We know finding options to compete in snowsports after high school can be confusing. If you are an athlete, or a parent of an athlete, who is unsure of which post high school pathway best fits, we encourage you to:

- ✓ Review the Prospective Athlete information on our website
- ✓ Talk to your current coach
- ✓ Talk to your prospective college team
- ✓ Reach out to the NCAA college of interest
- ✓ Reach out to your prospective USCSA Conference Coordinator
- ✓ Reach out to the USCSA National Office

All of these contacts can help guide you in finding the best pathway for your next step in snowsports competition.

Post 3

REEL / VIDEO

How to find your USCSA Team: Search Based on Competitive Level 🏆

Are you a highly competitive athlete looking to find the best school in your discipline?

The best place to start your search is to review USCSA Nationals results to find and best understand the competition level. ➡ From there, reach out to the USCSA coach for the team you are interested in.

To search Nationals results and for more information on how to find the USCSA team that works best for you, visit our website.

Post 4

How to find your USCSA Team: Search Based on Location 📍



Are you looking to attend a school based on a general area and want to know if prospects have a USCSA team?

First, visit the USCSA website to locate the specific region you are interested in. → From there, reach out to the Conference Coordinator that oversees the area. They can provide recommendations based on the location and your discipline.

To search regions and for more information on how to find the USCSA team that works best for you, visit our website.

Post 5

How to find your USCSA Team: Search Based on School 🎓

Have you picked a school and are now interested in finding out about USCSA opportunities?

To start, visit the USCSA website member institution page to see if your school has a current team.

→ YES, my school has a team. If your school has a team, reach out to the specific team coach to join!

→ NO, my school does not have a team. Consider starting a new team! Visit our website to learn more.

To search by institution and for more information on how to start a new USCSA team, visit our website.

Post 6

There are many snowsport competition options to consider when selecting a college or university.

Let USCSA be one of them!

Post 7

What makes USCSA so special? So glad you asked! Here we go....

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and offers options for highly competitive athletes with top rankings and opportunities to those who are interested in a club style college sport.

Post 8

The USCSA is all about team spirit, which breaks away from the usual focus on individual skiing or World Cup scoring. Teams compete with five or more racers, and the top three performances count toward the team's score.

Many former USCSA athletes say that this team vibe has really shaped their approach to teamwork in other parts of their lives and careers. See more stats below!

- ✓ 140+ Member Institutions
- ✓ 5,000+ Annual Student-Athletes
- ✓ 240+ Alpine Racing Teams
- ✓ 180+ Snowboard & Freeski Teams
- ✓ 65+ Nordic Teams
- ✓ 11 Conferences and 6 Regions