

Messages: getting started

Email your officials, coaches and event staff from one place, and see who opened it. With RecruitingPro, you can also email college coaches across the Tourney Direct network to fill your event.

Pick recipients with filters, no lists to build

Replies come to your own inbox

Teddy can draft it for you

See delivered, opened and bounced

The whole picture

Click **Messages** in the left sidebar. The page has three tabs: **Compose** to email people already on your events, **Activity** to see how your emails did, and **RecruitingPro** to email college coaches who haven't worked for you yet.

1 Choose recipients → 2 Write it → 3 Send a test → 4 Send → 5 Check Activity

Messages sends email. Text messages come from Teddy on your event pages: offers, availability requests, assignments, reminders and check-in links all go out by text on their own. To text a group yourself, see [Sending a text instead](#).

PART 1 • COMPOSE

Email your staff

- 1 **Choose recipients.** Click **Choose recipients....** A panel slides out with two tabs, **Officiating group** and **Event Staff (Day-of Staff & Coaches)**. Set your filters (see [Who you can email](#)), check the count, for example "This will message 24 people with the current filters.", and click **Use these recipients**.
- 2 **Check who's on it.** The banner reads "This email will be sent to 24 recipients." Click **View 24 recipients** to see the names. Want a colleague to see it too? Click **Add Cc**. Each Cc address gets one copy, with "[Cc]" in the subject.
- 3 **Write it.** Add a **Subject**, then write in **Email body**. The toolbar has bold, italic, underline, lists, text size, color and **Link**. + **Insert Event Details link** adds a link to your event's details page, handy for confirmed staff. Stuck? Click **Help me write this**, tell Teddy the gist, for example "Reminder to confirm availability for Saturday's tournament", and click **Draft it**. You can edit what he writes.
- 4 **Attach files (optional).** Click **Add files**. Up to 15 MB per file and about 18 MB in total. For anything bigger, put a link in the message instead.
- 5 **Send a test.** Click **Send test email**. It goes to your own inbox with "[TEST]" in front of the subject, so you can check links and layout.

6 **Send it.** Click **Send email**, check the confirmation ("This email will be sent to 24 recipients... Continue?") and click **Continue**. You'll see "Sent to 24 recipients." If any failed, it says how many.

Type `{{first_name}}` and each person sees their own first name ("Hi Jordan"). If we don't have a first name, it reads "there".

Who you can email

TAB		CHOOSE	WHO GETS IT
Officiating group		Your group, then Send to: Entire group	Every official in the group.
		Your group, then Officials for one event and the event	Every official with an assignment at that event, whether or not they've accepted it yet.
Event Staff (Day-of Staff & Coaches)		The event, then Role, Shift and Offer status	Everyone at the event who matches all three filters.
FILTER		OPTIONS	
Role		All roles · Officials · Coaches · Event staff · Trainers	
Shift		All shifts, or one shift, for example "Friday Night Showcase"	
Offer status		Interested · Offer Sent (awaiting response) · Confirmed (accepted) , the default · Offer Sent + Confirmed · Standby · Checked In	

There's no "everyone" status on purpose, so a note meant for confirmed staff doesn't reach people you turned down. Need two groups? Send two emails.

PART 2 · ACTIVITY

See how your emails did

Open the **Activity** tab. Each send shows its date, subject, and how many were sent and failed. Filter by **Last 7 / 30 / 90 days** or **All time**, and by **Sent OK**, **Some failures** or **All failed**. Click a send to see what you wrote and what happened to each person.

STATUS	WHAT IT MEANS
Sent	Handed off for delivery. It usually changes within a minute or two.
Delivered	It reached their inbox.
Opened	They opened it. Some email apps hide this, so "Delivered" doesn't always mean unread.
Clicked	They clicked a link in it.
Bounced	The address doesn't work. Get a better email from them.
Failed	It couldn't be sent. The reason shows next to it.

Ask Teddy about your sends. Type a question in the box at the top of Activity, for example "How many people opened Saturday's schedule email?" and click **Ask**.

PART 3 · RECRUITINGPRO

Recruit college coaches

RecruitingPro lets you email college coaches in the Tourney Direct network, not just people already on your events. Search by division, conference, program, position and sport, then invite them to your event's interest page. It's the **RecruitingPro** tab.

- 1 Get access.** RecruitingPro comes with a subscription for your organization, and everyone on your team gets it. If your organization doesn't have it yet, clicking the tab tells you how to reach us. Email info@tourneydirect.com to add it.
- 2 Find coaches.** Under **Find coaches to recruit**, pick at least one of **Division**, **Conference** or **Program**, then narrow it with **Position title**, **Coach type** (Men's or Women's) and **Sport**. Click **Apply filters**. Every filter must match, so add filters to get fewer coaches.
Start typing in Conference or Program and pick from the list. Using the same search often? Name it and click **Save current filters**, then reload it from **Load a saved filter set**.
- 3 Build your To: list.** Coaches matching your filters appear under **Coaches Found**. Click a name, or drag it into the **To:** box, or use **Select All**. Only coaches in the To: box get the email.
- 4 Write it.** Pick a template under **Start from a template**, choose your event next to it, and click **Load template**. The event's name and interest page link are filled in for you. Or write your own, or click **Help me write this**, for example "Invite head coaches to my July 20 showcase for a \$500 stipend". Writing your own? Click **+ Insert Interest Page link** so coaches can sign up.
- 5 Send.** Click **Send recruit email**. For 25 or more coaches you'll be asked to confirm first. Or check **Schedule for later** and pick a time; you can cancel it under **Scheduled sends** until it goes.

Personal for every coach. `{{first_name}}`, `{{program}}` and `{{conference}}` are filled in for each coach when it sends, so one email reads "Hi Sam, ... Lehigh Men's Lacrosse". If a blank can't be filled, for example something you typed in brackets, the page stops you and shows what's left, so a coach never sees it.

LIMIT	AMOUNT	WHY
Per send	100 coaches	Keeps each email personal.
Per day	250 coaches, over a rolling 24 hours	The bar at the top shows "Daily recipient quota: X / 250".
Confirm step	25 or more coaches	A reminder that these coaches may not know you yet.
Search results	500 coaches	Add a filter if your search finds more.

Why the limits?

Every Tourney Direct customer sends from the same email address. When cold emails get marked as spam or unsubscribed, it hurts delivery for everyone, including the offers and schedules your own staff are waiting for. Short, specific emails to the right coaches get the best response: a clear event, dates, stipend and one link.

When to send

Tuesday to Thursday, 9 to 11 AM, gets the best open rates. Scheduled emails go out within about 5 minutes of the time you pick.

Coaches who unsubscribe

Coaches can turn off recruiting emails, or emails from your organization, from the link at the bottom of every email. They're skipped automatically, and the confirmation tells you how many were skipped.

What your recipients receive

Sample emails for a sample operator (Mike Thompson, All-Star Event Company) and event (2027 Summer Classic Showcase).

An email from Compose

To confirmed coaches at your event

From: Mike Thompson <messages@messages.tourneydirect.com>

Reply-to: mike@example.com

Subject: Saturday schedule and parking for the Summer Classic

Hi Jordan,

Thanks again for working the 2027 Summer Classic Showcase. A few things before Saturday:

- Check-in opens at 7:30 AM at the main tent by Field 1.
- Park in Lot C. Show this email at the gate.
- Lunch is at the pavilion from 11:30.

[View event details for "2027 Summer Classic Showcase"](#)

See you Saturday,
Mike

You're receiving this because you've registered with Tourney Direct to be notified of event opportunities, information, and updates. **Mike Thompson** sent this through Tourney Direct's platform.

[Unsubscribe](#) or [choose which emails you get](#) · [About Tourney Direct](#)

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It comes from your name, and replies go to your own email address. You wrote "Hi {{first_name}}"; Jordan sees "Hi Jordan". The footer is added to every email

A recruit email

From the "Event invite to attend for a stipend" template, as one coach receives it

From: Mike Thompson <messages@messages.tourneydirect.com>

Reply-to: mike@example.com

Subject: Spots open for Patriot League programs at 2027 Summer Classic Showcase

Hi Sam,

Our upcoming 2027 Summer Classic Showcase has spots open for Patriot League programs and I wanted to give Lehigh Men's Lacrosse first look. We're keeping the field tight to protect the recruiting environment.

If it sounds like a fit, the interest page is below.

[Express interest in "2027 Summer Classic Showcase"](#)

Happy to answer any questions.
Mike Thompson

Same footer as above.

Coaches who sign up through the link appear as Interested on your Coaches page, and you send offers from there

Other templates

Under Start from a template

Spots remaining / last call

Subject: Last call for 2027 Summer Classic Showcase

Personal intro from operator

Subject: Quick intro from Mike Thompson

Clinic / development event recruiting

Subject: Coaching clinic invite: 2027 Summer Classic Showcase

Your test email

When you click Send test email

Subject: [TEST] Saturday schedule and parking for the Summer Classic

Exactly what your recipients will see, sent only to you. Personal blanks use your own name.

A Cc copy

One per Cc address

Subject: [Cc] Saturday schedule and parking for the Summer Classic

"You're on Cc — a copy of a group email sent by Mike Thompson to 24 recipients." followed by your email.

Sending a text instead

For game-day news that can't wait for email, ask Teddy on your event page. He can text your **confirmed** coaches, **checked-in** coaches, coaches who **haven't accepted** yet, or all checked-in staff. He shows you the message and how many people it's going to, and nothing goes out until you click **Confirm**.

You ask Teddy

Text all checked-in coaches that lunch has moved to the pavilion at noon

They receive

From Teddy at +1 (443) 582-0095

📢 2027 Summer Classic Showcase — Message from Mike Thompson:

Lunch has moved to the pavilion at noon.

STOP means stop

Someone who replies STOP to any Tourney Direct text stops getting **all** Tourney Direct texts, including offers and check-in links. They'll get this back: "You've opted out of Tourney Direct texts, so you won't get event, shift or offer texts from us now. Reply START to turn them back on." Never ask people to reply STOP or CANCEL to say no to something.

Good to know

Replies come to you

When someone replies to your email, it goes straight to your own inbox, not the portal. Answer from there as usual.

Replying doesn't accept an offer

A coach who replies "yes" to your email hasn't accepted anything. They still reply YES to Teddy's offer text or tap **Accept this offer**.

Email one coach

To write to one person, use the ✉ icon next to their name on the Coaches page. It goes from your own email address.

Bounces

A bounced address won't start working by itself. Ask the person for a better email and update their contact details.

Unsubscribing isn't all or nothing

The link at the bottom of every email opens a page where people choose what they get: messages from organizers, recruiting invitations, paid work alerts, RSVP invitations and news. They can also stop emails from just one organization. Offers, assignments, schedule changes and payment notices always go out.

Don't use bought lists

Only email people who know your organization or have worked with Tourney Direct. Purchased lists bounce and get marked as spam, which hurts delivery for you and every other Tourney Direct customer.

Stuck? Ask Teddy

On Compose or RecruitingPro, click **Help me write this** and Teddy drafts the email for you. On an event page, click **Ask Teddy** for anything else.

Questions: info@tourneydirect.com · Full help articles at help.tourneydirect.com, Messages