***“Coach Seeks School”***

**Before you Talk to the School**

*An Inside Track, and Preparing Materials*

It’s important to have someone on the inside when you approach a school about a chess program. We generated interest in the beginning by holding a free tournament at a local junior high school. We sent flyers home in 15 different schools advertising our free youth tournament. At the cost of 15,000 flyers and 30 trophies (we should have had more), we suddenly had 150 potential chessplayers, plus about twice as many excited and enthusiastic parents. When we asked if anyone knew of schools that would be interested in a chess program, we had dozens of responses.

Once you have a support base at a school, try to get an introduction to the principal. Some principals are well aware of the benefits of chess, while others think it is just another game (like pinochle). Be prepared for the latter, bringing in research showing the positive benefits of chess. Many studies can be found on the scholastic pages of the website for the United States Chess Federation ([www.uschess.org](http://www.uschess.org)) and on ChessCoachResource.com.