# **Colby College Lacrosse**

Sept./Oct./Nov./Dec. 2024

TRS Messages

# The residence halls and general everyday life on campus for students and athletes are September’s topics, and we know from our research with your team at <college1> - and others around the country - that this is a big area of interest for this generation of recruits.

* In October, you’ll focus on the overall athletic climate at <College>. Your messages will give your prospects a solid idea of what it’ll be like to compete for your program and be a part of the <College1> campus community as an athlete and a student.

# In November, you’ll be focusing on the athletic facilities at <college1>. We’ll combine that conversation with your training philosophy to show your recruits how you’ll get them ready to compete at the college level.

* In December, you’ll focus on your <sport> team at <college1> and you’ll be doing things like exploring the team atmosphere based on the findings in your focus group survey in these messages.

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## September 2024: Dorms/Campus Life Talking points

* What have your parents said when it comes to the idea of living on a college campus and being away at college?
* Aside from <sport>, do you see yourself getting involved in any other aspects of college life? Have you thought at all about what you’ll be doing in between classes and practice?
* What kind of atmosphere do you prefer when it comes to dorm life? (Are you a morning person or a night owl?)
* What are your feelings about living away from home?
* How do you picture college life?
* Walk me through some of the things you’re a little nervous about:
* Are you more of a private person? Shy or outgoing?
* How do you feel about the idea of having a roommate?
* Do you have any food allergies (or just preferences)? Are you a picky eater?

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## September 2024: Dorms/Campus Life Social Media Topic ideas

* One picture a week inside the dorms - rooms, common areas, etc. Our studies show that your prospects need a peek at what they would see on campus as a way to get them to commit to visiting campus.
* Encourage your team to get together and do a live stream on social media just for your recruits. Do it from where they live, and let them go around and tell recruits what it’s like on campus.
* Include your team in as much as possible. Let them show off their dorm rooms and have some fun with it!
* Try to get someone NOT associated with your team or athletic department to write a quick post with their picture, talking about life on campus and their role. Begin introducing your prospects to the people outside of their sport that they need to hear from
* Let your team know we’re talking about this and ask them to create some posts about it. Get them directly involved!
* Twitter: Tweet your Top 20 short comments from your team about the dorm, spread out over the month. Have them tweet it, and then you retweet it. Whenever you can, encourage your team to tweet things about particular topics and then you retweet them...it’s good third party verification for you and what points you are trying to get across.
* Video focus: Where they’ll eat. Get a video of your team getting food, where they sit and eat, etc. Post that on all social media video outlets.
* When it comes to the topic of where they live, your own athletes are the best at coming up with topics and visuals - rely on them to come up with ideas surrounding the space where they live.

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## September 2024: Dorms/Campus Life Text Message Talking Points

* What do you think your life is going to look like when you aren’t practicing or in class? Have you thought about that yet?
* <**Coach:** If there’s any particularly fun campus event that goes on, feel free to text your recruits about it. Include a picture!>
* Reply back with your first instinct…now that you know a little bit about us, can you see yourself enjoying life on <college1>’s campus?
* <Prospect Name>…what’s your favorite post-practice meal? My athletes love <mention food/snacks available on campus>.
* What are some things you’d like to know about our dorms…the place where you would be living as a student-athlete here? <OR IF ALREADY VISITED: “I’m wondering…what do you remember about our dorms when you visited? Did you like them?”>

#### September: Dorms/Campus Life

## WEEK 1 Email 1

Suggested Subject Line: I bet you’ve given this some thought

Hey, <Prospect Name>, over the next few weeks, I’ll be talking to you about what it’s like to live on campus. I bet you’ve thought about this some. Are you a little nervous about all that?

In my experience as a college <sport> coach, everyone should live in the dorms when they first get to school - even the locals who choose to <play> for me here at <College>.

You actually need to be picturing <College> like its own small town. Everything’s close and convenient, and even more important than that, you’ll be living and practicing <sport> with your new best friends here.

So let’s talk about the residence halls, what that’ll be like when you commit to us, and why I think you’re going to be one of those college athletes who ends up loving it all.

What do you want to know about them? As I said, I’m going to send you a lot more about this soon, but your answer will help me!

Message me when you can,

<Coach Info>

#### September: Dorms/Campus Life

## WEEK 2 Parent Letter

<Parent Name>,

In my experience as a college <sport> <player> and now as a coach, some of the best parts about being a college student is living in the dorms. I’m constantly seeing our team at <College> make lifelong friends while living there. It’s so great seeing this group we’ve assembled become such good friends.

And even though I can’t give you and <Prospect Name> the complete picture of what’s waiting here without all of us being face-to-face here on campus when you visit soon, I can at least give your family my little preview.

<ELABORATE: Use the surveys to write 3-4 sentences about life on campus and living in the dorms.>

Best of all: They’re safe and great places to relax after a long day of <sport> practice and classes.

I’ll be telling <Prospect Name> more about this soon, but I wanted to include you in the conversation, too. Hope it helps!

<Coach Info>

\*\*SUGGESTED P.S. FOR RECRUITS WHO HAVEN’T BEEN ON CAMPUS YET\*\*

*P.S. Do you see yourself being able to visit campus in the next month or two? I can help set something up! Message me.*

#### September: Dorms/Campus Life

## WEEK 2 Email 2

Suggested Subject Line: When the tank’s empty

<Prospect Name>,

Have you ever tried to practice on an empty stomach? Of course, we’ve all tried it at least once, but it really just doesn’t work, does it?

Food is important to athletes because you can’t push yourself if you’re low on fuel, and if you ask me, that means that you need to consider where you’ll be eating in college because it’s so important.

At <College>, we have several dining options. It might not be like home cooking, but I haven’t heard a complaint! Check it out:

<URL: Dining Halls>

I can talk more about what our kids get here one-on-one with you whenever you’d want, but the next time you get home after a long day of school and <sport> and sit down to a great meal, I want you to picture what that might look like at college, and remember that we’re going to feed you really, really well once you get here as a freshman!

That’s one part of college life in the dorms here, <Prospect Name> - and more is on the way.

Talk to you soon!

<Coach Info>

#### September: Dorms/Campus Life

## WEEK 3 Email 2

Suggested Subject Line: What to do, what to do

#### Hey, <Prospect Name>:

#### We’ve talked a little bit about the dorms at <College>, and in my last message, I showed you our dining halls, too. But something just occurred to me:

#### I bet you’re wondering what you’ll have access to after hours, not just where you’ll eat or sleep. I mean, what you’ll do when you’re not in class or resting. The short answer to that is a lot!

#### We have over <INSERT number of clubs and organizations from the school website> clubs and organizations you can join - from social to professional - that will help you meet people outside of athletics while building your resume. Check it out:

#### <URL: Clubs & Organizations>

#### Just thought you should know. Hope that helps,

#### <Coach Info>

#### September: Dorms/Campus Life

## WEEK 4 Letter 1

<Prospect Name>,

What I loved about living on campus when I was a student-athlete was the fact that it was a place where all my new friends were, we could hang out anytime we wanted to, and we had a ton of fun together. That’s what I want for every one of our <sport> <players> here at <College>, too.

Like I’ve been telling you for a few weeks now, I see you really loving what we have to offer here at <College>. The dorms are nice, but don’t take my word for it - I don’t live in them!

Here’s what your future teammates told me about living at <College1>:

<QUOTE 1: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel about the dorms and living on campus>

<QUOTE 2: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel about the dorms and living on campus>

<QUOTE 3: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel about the dorms and living on campus>

I hope that helps, <Prospect Name> - does it bring up anything you’d want to talk to me about? Text me - I should have time later this week and over the weekend to text back or talk.

Thanks,

<Coach Info>

## October 2024: Athletic Atmosphere Talking points

* What’s your ideal dream school, from an athletic standpoint?
* What kind of “atmosphere” are you looking for in a college? How do you want your future college to treat student-athletes?
* How does being a student-athlete impact your academic or social life in high school? How do you think being a student-athlete will impact your academic or social life in college?
* Do you worry about how you’re going to do well in school or have time for a social life while competing in college <sport>?
* Do you think professors should treat student-athletes any differently than non-athletes? What should that look like, to you?
* Do you think the coaches and athletic staff should care about the academic performance of their athletes? What should that look like?
* What kind of support or recognition would you like to see from the student body at your college?

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## October 2024: Athletic Atmosphere Social Media Topic ideas

* Video or social media focus: Quick video, or a picture with text, from a professor or other academic official on why they love your program, and the overall sports culture at <College>.
* Show pictures or video clips of fans at any of your school’s athletic events. The idea is to show the school/community support.
* Talk to your team about faculty members who support them as student-athletes. If possible, ask a couple of those faculty members for a brief quote describing how/why they enjoy supporting <College>’s student-athletes.
* Twitter focus: 2-3 times a week, post examples of recognition/support your team has received.
* Video focus: Post four or five quick, one-question interviews with athletes describing how they feel supported as an athlete at <College>. This can include instances of professors going out of their way to help them when they miss a class or seeing their friends and professors in the stands, being recognized and congratulated, etc.

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## October 2024: Athletic Atmosphere Text Message Talking Points

* I want you to think about something…how has being an athlete impacted your overall experience in high school?
* And what kind of impact do you think it’ll have on your experience in college?
* Have you ever had trouble keeping up with your schoolwork because of <sport>? Is that something you’ve thought about with college <sport> at all?
* Have you thought about getting involved in clubs or other campus activities? If so, which ones?
* What’s important to your parents when it comes to the type of college you compete at?
* Really quick question…how important is having your efforts/accomplishments in <sport> recognized and appreciated at your next college?

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#### October: Athletic Atmosphere

## WEEK 1 Parent Letter

<Parent Name>,

It’s a privilege to represent a college as a student-athlete. Unfortunately, not everyone gets that chance, so that’s why their college community needs to support them. There should be a feeling of excitement on campus and recognition in the community.

That’s the way it is here at <College>.

My <sport> <players> feel that support. Here’s what they told me about it:

<QUOTE 1: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

<QUOTE 2: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

<QUOTE 3: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

That’s just a quick look at the larger experience that’s waiting for <Prospect Name> as a <sport> student-athlete here. And if you ask me, this is a big reason why so many of my recruits end up choosing us.

Let me know if you have any questions, and say hello to <Prospect Name> for me!

Thanks,

<Coach Info>

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#### October: Athletic Atmosphere

## WEEK 1 Email 1

Suggested Subject Line: You’ve gotta work harder

<Prospect Name>,

Being a student-athlete is different because you have more responsibilities than the other students on a college campus.

You have to work harder, yes, but it’s a privilege to be a <Mascot> because you’re representing <College>, and the campus community recognizes your hard work.

<ELABORATE: Use the coach’s survey to talk about the athletic atmosphere at <College1>. If there isn’t any information:> <**Coach:** Talk about the athletic atmosphere at <college1>. What does the support from the campus community look like? Are student-athletes recognized on campus? In <Town>?>

Does this help you picture what life will be like as a student-athlete at <College1>? How does it all sound to you so far?

Let me know,

<Coach Info>

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#### October: Athletic Atmosphere

## WEEK 2 Letter 1

<Prospect Name>,

You want to <play> for a college where <game/match/etc.> day is exciting - a place where you’re recognized on campus and in the city that supports the team. You should be looking for a college that makes all the practices and challenges the season brings worth it.

That’s what it’s like here at <College>.

My <sport> <players> really feel that support around campus. Here’s what they’ve told me about it this past year:

<QUOTE 1: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

<QUOTE 2: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

<QUOTE 3: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

As a next step, I’d love to start talking to you about what it’s all really like here. So when you have a minute, give me a call or shoot me an email. Let’s catch up, o.k.?

Talk to you soon,

<Coach Info>

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#### October: Athletic Atmosphere

## WEEK 3 Coach Letter or Email

If Email - Suggested Subject Line: Why school spirit matters

<Coach Name>,

School spirit is important, and it matters when the campus community cares about the <Mascots> and turns out for game day. Student-athletes work hard, so it’s nice to know that the time and effort they put into being the best they can be matters.

My <sport> <players> really enjoy <playing> for <College> because they’re recognized on campus. One of my current <players> told me:

<QUOTE 1: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel supported by the community and their professors as an athlete>

Sounds great, right? I like my <players> to feel supported like this.

We also support our student-athletes by <ELABORATE: Use the coach’s survey to discuss the athletic atmosphere at <College1>. If there isn’t any information:> <**Coach:** Summarize what you wrote in Email 1.>

Representing <College1> as an athlete is a privilege. I’m happy that we recognize the work my <players> put into being the best <sport> <players> they can be.

If you get a chance, give me any updates I’d need to know about <Prospect Name>, o.k.?

Thanks,

<Coach Info>

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#### October: Athletic Atmosphere

## WEEK 4 Email 2

Suggested Subject Line: You should have fun

Hey, <Prospect Name>, do you know the great thing about being a <sport> student-athlete here at <College>?

Being a college student-athlete here is a lot of fun. Not just on my <sport> team, though. I see it with all our teams and student-athletes at <College1>. I mention that because so many college <sport> programs have lost the “fun” in the sport, you know? It’s turned into a job or worse - a chore.

<**Coach:** Spend just 2-3 sentences discussing anything else that uniquely benefits athletes. Are there any athletic events or rallies where your team is recognized? Any fun campus events that a lot of athletes participate in? Anything else that causes the student-athlete experience to stand out?>

I hope you can see what life really looks like as an athlete at <college1>. It’s different here than at other programs, to be honest. And I just wanted you to know.

Talk to you again soon,

<Coach Info>

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## Visit Letter to Parents Use Anytime in September or October

<Parent Name>,

Some things you just have to see.

I can try to tell you about all the great academic programs and student support services you’ll find here. I can try to explain what it feels like to be a student-athlete on my <sport> team, enjoying the support of the campus community. I can even share links and pictures and Tweets, but in the end, it’s better to experience it for yourself.

That’s why I’m hoping you and your family are planning to visit <College> - and soon! I think you’ll love being here in the fall. In fact, I checked, and the following dates work great for us:

* <DATE 1>
* <DATE 2>
* <DATE 3>

Do any of those work for you? If not, send me one that does. I’ll make it work.

We’re serious about <Prospect Name> joining us here, so I hope you’ll take this opportunity to check out the campus and see what’s waiting for great student-athletes at <College>.

Thanks, and get back to me soon!

<Coach Info>

## November 2024: Facilities Talking points

* When it comes to your practice and training routine in college, what do you want to see? Is there anything that you’ve experienced in the past that you don’t want to see?
* Is there something you wish your high school athletic facilities had that they don’t?
* Have you been to any other colleges that had facilities you really thought were good?
* When you come in for your visit, what do you want to make sure you see when it comes to our facilities? Would you enjoy seeing the typical practice of our team?
* How important are facilities going to be in your final decision? How about the training/practice philosophy of a particular coach or team?
* When it comes to the actual, physical <sport> facilities of a college, is there anything that you need to see? Have you thought of any “deal-breakers”?
* What does your typical practice routine look like right now? What do you enjoy about it? Is there anything you wish you could change?
* When you picture a college <sport> practice, what does that look like in your head? How long is it, how intense, what do you see going on…etc.

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## November 2024: Facilities Social Media Topic ideas

* Twitter focus: Highlight your facilities whenever possible with quick tweets: Ex. “I love how we can work out the entire team at once in the weight room!”
* Video focus: Have your athletes film a short (1-2 minutes) video tour of your primary facilities, and/or film your athletes interacting with the facilities.
  + Get video of an entire practice/workout session and edit it down to a 1-minute highlight reel/montage.
* Once or twice a week (or however many it takes), post a picture of one of your facilities, highlighting a unique or important feature. If possible, involve your athletes as well. Post a brief description of the picture.
* Along with the pictures, try to post several times throughout the month emphasizing how you use your facilities to turn incoming freshmen into top-quality college athletes.

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## November 2024: Facilities Text Message Talking Points

* What kind of athletic facilities would your dream school have?
* When you come for your visit, what do you want to make sure we show you and talk about when it comes to our <sport> facilities?
* What kind of workouts do you enjoy?
* Getting our training in for the day. <**Coach:** post a picture of the team working out/at practice.>

#### November: Facilities

## WEEK 1 Letter 1

<Prospect Name>,

Some colleges just don’t have the money to purchase state-of-the-art equipment. Others don’t have an administration that prioritizes athletics. Here at <College>, we’re lucky enough to have both.

Honestly, you can see the level of commitment we have to the quality of our facilities:

* <NAME OF MAIN <sport> FACILITY at <College>>: Our main <sport> facility <ELABORATE: in 1-2 sentences describe what this facility has to offer>
* <NAME OF GENERAL ATHLETIC FACILITY at <College>: <ELABORATE: in 1-2 sentences describe what this facility has to offer>

They both help us compete at this level. I’m sure you could find someplace with a facility that is even fancier than ours, but never forget that the most important part is landing at a place that really wants you to join their <sport> team.

We do. Not all college <sport> facilities are the same, and how they contribute to the team's success is all in how you use them. I’ll talk about that soon, <Prospect Name>, so keep an eye out!

Anyway, keep all this in mind and look for more from me about what we have to offer at <College1> next week, o.k.?

Thanks,

<Coach Info>

#### November: Facilities

## WEEK 2 Email 1

Suggested Subject Line: Being the best athlete you can be

<Prospect Name>,

If you want to succeed at the college level in <sport> and compete to the best of your ability, you’ll need the facilities - and the coaching - to take you there.

<College> has those facilities. And, if I’m not bragging too much, the coaching to get you there.

<ELABORATE: Use the coach’s survey to describe practices and training philosophy. If nothing:> <**Coach**: In either paragraph or bullet form, go over your practice and training philosophy. Are your practices fast-paced and intense? Competitive? Are you focused on the basics? Do you have a dedicated strength program? What do you want recruits to know about how they will be training and practicing?>

We can help you become the best, <Prospect Name>. And, if that’s what you want to do, <College> should be at the top of your list.

Just keep that in mind,

<Coach Info>

#### November: Facilities

## WEEK 3 Parent Letter

<Parent Name>,

If <Prospect Name> chooses <College>, where will that time be spent? Where’s the training going to be taking place?

You will want to look into this for every college you and <Prospect Name> consider. Let me start with this - our facilities:

* Our main <sport> facility, <insert name of MAIN <sport> FACILITY>, is a state-of-the-art <court/field/pool/etc.> featuring <ELABORATE: share what this facility has to offer athletes in 1-2 sentences>
* <GENERAL ATHLETIC FACILITY OR SOMETHING ELSE>: <ELABORATE: what does this facility have to offer athletes. Share in 1-2 sentences.>

The main reason I think <Prospect Name> is going to benefit from all this has a lot more to do with the atmosphere of our training. I’ll be telling <Prospect Name> more about that soon. For now, I’ll just say that someone with <Prospect Name>’s unique strengths and talent is going to do really well in our practices.

You’ve spent a ton of time supporting the idea that <Prospect Name> could be <playing> <sport> after high school, and now you’re looking for a place where all of you, as a family, feel like the time and effort all these years was worth it.

Thanks,

<Coach Info>

#### November: Facilities

## WEEK 3 Email 2

Suggested Subject Line: What do you need?

<Prospect Name>,

When you think about your future college <sport> career and the kind of <sport> <player> you want to be, what do you think you’re going to need to succeed?

* What do you want to see with the actual facilities? Do they look anything like this: <URL: Main <sport> Facility>
* What do you need to see when it comes to how practices are run? Are they like anything I’ve described in the past few messages?

Most importantly, how does all this match what you’re seeing from me? I want to be your coach, but I also want to make sure you’re choosing the best college for you to <play> <sport>.

Let me know, <Prospect Name>.

Thanks,

<Coach Info>

#### November: Facilities

## WEEK 4 Coach Letter or Email

If Email - Suggested Subject Line: The best

<Coach Name>,

<Prospect Name> is obviously a solid <sport> <player>, and I just want you to know that <College> has the training environment to take <Prospect Name> to the next level.

While you and I both know that state-of-the-art athletic facilities are awesome, it’s even more important to know how to make the most of your facilities.

<ELABORATE: how does the <sport> team use the athletic FACILITIES>.

As I said, the best facilities in the world aren’t doing much good unless you use them right. <ELABORATE: Use the coach’s survey to share how they structure practices and their training philosophy. If nothing:> <**Coach:** Briefly review the information from Email 1. Emphasize how you make good use of your practice time and facilities.>

Anyway, I hope all this helps you picture what we have to offer at <College>.

While we’re talking, do you have any advice for me in regard to <Prospect Name>, Coach? I’d love to have you involved during the recruiting process.

Let’s talk,

<Coach Info>

## December 2024: Our Team Talking points

* Tell me about the kind of <sport> team you are on right now.
* Are you friends with your teammates outside of <sport>?
* What kind of teammates do you hope to have in college?
* Have you seen any teams that seemed unhealthy or a “bad” environment? Why?
* If you could choose one thing about your teammates that you’d change, what would it be?
* Talk to me about the kind of kids you like having on your team - if you could build your own perfect <sport> team, what would it look like?
* If you could ask me – or my team – anything at all about our current team dynamics, what would you want to know?
* Do you want teammates who hang out together outside of practice?
* When you come for a visit, how much time would you like to spend with the team? And what would you like to do with them?

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## December 2024: Our Team Social Media Topic ideas

* Short 30-60 videos where one or two <players> talk about how they were welcomed onto the team as a freshman.
* Quick bio and picture of your freshmen and sophomores - kids that your prospects will actually get to know once they’re on campus.
* Twitter: 2-3 times each week, tweet about a fun moment your team had, whether in practice, studying or hanging out together.
* Question: If I had to describe the <college1> <sport> team in one word it would be: <post a pic each day of a team member and the word they chose>.
* One picture per week of your team having fun together: Whether it’s a fun moment at practice, or a team event outside of <sport>, show prospects how fun it is to be a part of your team. Caption each photo with a brief description.
* Emphasize the relationship side of your team’s personality this month!
* Video interviews where your athletes answer the question, “Why I love <college1>.”
* Short 30-60 second videos where <players> describe a favorite memory with the team.

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## December 2024: Our Team Text Message Talking Points

* Quick question, <Prospect Name>. If you were talking with the <college1> team right now, what is one question you’d want to ask? <Coach: Would be great to actually ask the team the question and text recruit the reply!>
* Have you ever had a really bad - or a really good - team? What made it that way?
* **A short story** about an event that illustrates team support. <Ex: “One of our athletes was having trouble in math so some of the team got together and organized a study night to help.” That’s the kind of team we have at <college1>.
* What two or three words come to mind when you think of the <sport> team you want to have in college?

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#### December: Our Team

## WEEK 1 Email 1

Suggested Subject Line: Hey… nobody’s perfect

<Prospect Name>, we aren’t perfect. I know that a lot of college coaches currently recruiting you like to pretend they are, but the <sport> team at <College> is like any other extended family - we have good days and a few bad days. Sometimes we’ll even have some personality differences.

But whenever there are issues, we deal with them together because that’s what good teams do. We love being a part of this team and what we get to work towards daily. That’s why I wanted to share with you how my current <players> feel about what I just said:

<QUOTE 1: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel about their teammates and the team culture>

<QUOTE 2: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel about their teammates and the team culture>

<QUOTE 3: from Recruiting Focus Group Survey or Incoming Freshman Survey about how they feel about their teammates and the team culture>

How does what they say sound to you, <Prospect Name>?

Let me know because I really want to make sure we’re sounding like we might be a good fit, and if there are questions or things that are on your mind about it that we can talk about, let’s do that soon.

Thanks, <Prospect Name>,

<Coach Info>

#### 

#### December: Our Team

## WEEK 2 Parent Letter

<Parent Name>,

Based on my experience as a college <sport> coach, a great team can help new college-level athletes survive and thrive in college. I aim to have all our <players> go through their four years at <College> and experience a great team bond. Those are memories that last a lifetime (I know that sounds like an exaggeration, but it’s true).

#### That’s why here at <College>, I put a lot of emphasis on being a cohesive team. **<Coach:** In 3-4 sentences, discuss how you work on team building. Specifically, how do you make it a priority?>

Sounds good, doesn’t it? And like I told <Prospect Name> the other day, I’m not saying we never have issues. I’m saying we work through them together.

#### I’ll bet you have a lot of team stories from <Prospect Name>’s <sports> career you could tell, both good and bad. Am I right? It’s funny how a specific team can really make or break the whole <sport> experience for athletes.

#### I’d love to talk more one-on-one about all of this - just text me at <XXX-XXX-XXXX> so we can set up a time to connect.

#### Thanks!

<Coach Info>

#### 

#### December: Our Team

## WEEK 2 Email 2

Suggested Subject Line: We’re unique

Hey <Prospect Name>, wanted to email to tell you about two more unique things I love about this group of <sport> <players> I get to coach here at <College>. I think it’ll help give you an even better view of what I’ve been telling you about over the last few weeks:

* <ELABORATE: Use the coach’s survey to talk about the team. If nothing:> <**Coach:** In your own words, something unique or special about this team in 3-4 sentences>
* <ELABORATE: Use the coach’s survey to mention something unique about the team. If nothing:> <**Coach:** Another unique aspect of this team that you’d want to tell recruits about>

Does that help give you a better overall feel for who we are? Let me know...and if any new questions about our <sport> program have popped into your mind that you haven’t talked to me about yet, reply and ask - I’d love to talk more with you about it.

Talk to you soon,

<Coach Info>

#### 

#### December: Our Team

## WEEK 3 Email 3

Suggested Subject Line: Real quick…

Hey, <Prospect Name>,

Over the last few weeks, I’ve spent a lot of time describing our team at <College> and what it’ll be like to be a part of it after your high school <sport> career is in the books. You get it.

But this message isn’t about all that.

I just wanted to just see how things were going with you. Are you excited about the holiday break? Getting some rest? Spending time with family and friends?

My plan for the break is <**Coach:** Mention something you’re doing for the holiday. The goal here is to simply be personable.>

Anyway, enjoy your break - you’ve earned it!

<Coach Info>

#### 

#### December: Our Team

## WEEK 4 Letter 1

<Prospect Name>,

Part of my job as a college coach is to make sure my team isn’t letting a bunch of drama get in the way of their performance and team unity. That’s why I’m looking for the best high school <sport> <players> I can find to join my team here at <College>.

Some of the ways we do that are <**Coach:** Tell recruits how you work on team-building activities and deal with any issues that arise, especially when it comes to integrating new freshmen into your group.>

I hope this sounds like the kind of team you’d like to be part of… just wanted to give you a better overall feel for some of the things we do to build team unity.

There’s no perfect team, <Prospect Name>. But, honestly, the team here at <College1> feels like a family, and we work hard to make sure the kids on our team are all working towards the same goals together.

Let’s talk more when you can,

<Coach Info>

#### 

## Visit Letter to Parents Use Anytime in November or December

<Parent Name>,

We’re about halfway through the school year, and I’m sure <Prospect Name>’s next steps towards joining a college <sport> team are on your minds. That’s why I’m hoping you’re planning a trip to <TOWN> to see <College>’s campus.

You’ll get the chance to see our facilities, meet members of the team, talk to professors and coaches, and just get a general feel for what we’re all about here. It’s really the best way to be sure we’re a good fit.

So, do any of the following dates work for you?

* <DATE 1>
* <DATE 2>
* <DATE 3>

If not, that’s o.k. Send me a date that works for you and your family, and I’ll make it work.

I hope to hear from you soon!

<Coach Info>