# **Colby College Lacrosse**

# **Jan./Feb./Mar./Apr 2024**

# **TRS Messages**

Certainly! Here is a detailed recruiting message for Colby College's lacrosse program for the months of January to April 2024, along with a friendly email example for a college coach to send to a prospective student-athlete:

In January: The residence halls and general everyday life on campus for students and athletes will be the focus, based on your team’s feedback at Colby and others nationwide. This is an important topic for this generation of recruits.

In February: The athletic atmosphere at Colby will be the focus, giving recruits an idea of what it’s like to compete and live as a student-athlete at Colby.

In March: The athletic facilities at Colby will be highlighted, emphasizing how your training philosophy prepares athletes to compete at the collegiate level.

In April: We’ll focus on the lacrosse team at Colby, including insights into the team atmosphere, based on recent findings from your focus group survey.

# For January: Residence Halls and Campus Life

# Talking Points

* What do you think it would be like living in a dorm with other students? Do you see it as a chance to make new friends?
* How important is it for you to have a study-friendly environment in your dorm?
* Have you thought about what it would be like to live with a roommate? What are you looking forward to or worried about?
* What kind of dorm amenities are you hoping for?
* How do you feel about the idea of being more independent and managing your own time?
* What are some fun things you’d like to do on campus during your free time?
* How do you think living on campus will help you grow as a person?
* What’s something you’re really excited about when it comes to college dorm life?

# Social Media Topic Ideas

* Instagram: Post a weekly photo tour of different dorm rooms and common areas. Invite current students to share their favorite spots.
* Campus Scavenger Hunt: Encourage recruits to participate in a virtual scavenger hunt around campus, finding key spots and sharing their finds on Snapchat.
* Twitter (X): Share a series of student testimonials about dorm life, highlighting diverse experiences and tips for new students.
* Dorm Room Decor Contest: Host a contest on Facebook where students share their creative dorm room setups and vote for their favorites.
* YouTube: Create a video series featuring a “day in the life” of a Colby student, showcasing campus life and dorm living.
* LinkedIn: Share posts about how living on campus at Colby can benefit students’ future careers by developing independence and networking skills.
* Reddit AMA: Host an “Ask Me Anything” session with current students about campus life and dorm experiences.
* TikTok: Start a challenge where students create short videos showing how they personalize their dorm rooms.

# Text Messaging Talking Points

* What’s the one thing you’re most looking forward to about living on campus?
* If you could design your ideal dorm room, what would it look like?
* How do you feel about sharing a space with someone else? Have you ever had a roommate before?
* Are there any campus activities or clubs you’re interested in joining?
* What’s your favorite way to relax after a busy day?
* How do you stay organized and manage your time?
* What questions do you have about life at Colby?
* Can you imagine yourself walking around the Colby campus?

# January/Residence Halls and Campus Life

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Discover Your New Home at Colby!

<Prospect Name>,

I hope this message finds you well! As you start thinking about the next exciting chapter in your life, I wanted to share a little bit about what living on campus at Colby College could be like for you. Our residence halls are more than just a place to sleep; they're vibrant communities where lifelong friendships and memories are made.

I remember my own college days and how living on campus helped me grow and find my place. If you have any questions or thoughts about dorm life, feel free to reach out. I’d love to hear from you!

Looking forward to chatting with you soon,

<Coach Info>

# For February: Athletic Atmosphere

# Talking Points

* What does being part of a team mean to you?
* How important is team spirit and camaraderie in your athletic experience?
* Are you excited about competing at a collegiate level? What are your goals?
* How do you see yourself balancing academics and athletics?
* What qualities do you think make a great team leader?
* How do you handle pressure during a game?
* What motivates you to give your best on the field?
* How do you envision your role on a college lacrosse team?

# Social Media Topic Ideas

* Instagram: Create a series of posts introducing the current team members and their favorite aspects of the athletic community.
* Team Building Event: Organize a virtual or in-person team-building day and share highlights on Snapchat.
* Twitter (X): Share motivational quotes from coaches and players about the importance of teamwork and dedication.
* Facebook Live: Host a live Q&A session with the coaching staff and current players discussing what it’s like to be part of Colby's athletic programs.
* YouTube: Feature a documentary-style video showcasing a day in the life of a Colby athlete.
* LinkedIn: Post articles about how being part of a team can enhance leadership skills and career prospects.
* Reddit Discussion: Start a thread about the benefits of being a student-athlete and share personal stories.
* TikTok: Launch a challenge where athletes share their pre-game rituals or favorite team moments.

# Text Messaging Talking Points

* What excites you most about joining a college lacrosse team?
* How do you prepare mentally and physically for a big game?
* Do you have any pre-game rituals or superstitions?
* What’s your favorite memory from playing lacrosse so far?
* How do you stay motivated during the off-season?
* What are some things you’d like to know about our team’s dynamics?
* How do you handle challenges or setbacks on the field?
* Can you picture yourself celebrating a win with your new teammates at Colby?

# February/Athletic Atmosphere

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Join the Winning Team at Colby!

<Prospect Name>,

I hope you’re doing great! At Colby, our athletic atmosphere is electric, and we’re thrilled to think about you joining us. Being part of a team here is about more than just winning; it’s about growing together, supporting each other, and pushing our limits.

If you have any questions about what it’s like to play for Colby, don’t hesitate to ask. We’re excited to get to know you and see how you can contribute to our team's success!

All the best,

<Coach Info>

# For March: Athletic Facilities

# Talking Points

* What kind of training facilities are important to you?
* Have you checked out our facilities online? What do you think?
* How do you feel about having access to top-notch equipment and resources?
* What’s your favorite type of workout or training session?
* How do you stay motivated during training?
* Are there any specific areas you’d like to improve in your game?
* How important is recovery and wellness to you as an athlete?
* What questions do you have about our training facilities at Colby?

# Social Media Topic Ideas

* Instagram: Share a photo series of the training facilities, highlighting key features and equipment.
* Facility Tour: Host a virtual tour of the athletic facilities on Snapchat.
* Twitter (X): Post updates and improvements being made to the facilities, engaging followers with polls and questions.
* Facebook Photo Album: Create an album showcasing athletes training and using the facilities.
* YouTube: Develop a video tutorial on using specific training equipment, featuring athletes and coaches.
* LinkedIn: Write an article about the importance of state-of-the-art facilities in athlete development.
* Reddit AMA: Conduct an “Ask Me Anything” session with the coaching staff about training facilities and methods.
* TikTok: Launch a series where athletes demonstrate their favorite workouts or drills in the facilities.

# Text Messaging Talking Points

* What’s the one facility feature you can’t wait to use?
* How do you usually train during the off-season?
* Are there any new workouts you’re excited to try in college?
* How important is recovery equipment to you?
* What are your thoughts on strength and conditioning programs?
* Do you have any questions about our training facilities at Colby?
* How do you balance training with other aspects of life?
* Can you see yourself training alongside our team at Colby?

# March/Athletic Facilities

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Explore Our World-Class Athletic Facilities!

<Prospect Name>,

I wanted to take a moment to tell you about the incredible athletic facilities here at Colby. We’re committed to providing our athletes with the best resources to help you reach your full potential.

Our facilities are designed to support your training, recovery, and overall well-being. If you have any questions or want to learn more, feel free to drop me a line!

Looking forward to hearing from you,

<Coach Info>

# For April: Our Team

# Talking Points

* What’s your ideal team environment?
* How important is team chemistry to you?
* What’s your favorite role to play on a team?
* How do you handle constructive criticism from coaches or teammates?
* What’s a memorable team experience you’ve had in the past?
* How do you contribute