# **Colby College Lacrosse**

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

# **TRS Messages**

\*\*In January\*\*: We'll focus on the \*\*History and Vision for the Program\*\* at Colby, exploring how our lacrosse team has evolved and where we're heading.

\*\*In February\*\*: The spotlight is on \*\*Academic Opportunities\*\* at Colby, emphasizing how our academic programs complement athletic pursuits.

\*\*In March\*\*: We’ll dive into \*\*Athletic Atmosphere at Colby\*\*, giving you a taste of what it’s like to be a part of our vibrant lacrosse community.

\*\*In April\*\*: \*\*Location and Area\*\* will be our theme, showcasing the perks of living in Waterville and how it enhances your college experience.

# For January: History and Vision for the Program

# Talking Points

* How important is it for you to be part of a program with a rich history and a clear future vision?
* Can you see yourself contributing to the legacy of Colby's lacrosse team?
* What goals would you set for yourself as a player at Colby?
* How do you feel about being coached by leaders who focus on both your athletic and personal development?
* What does being part of a team mean to you?
* How important is tradition in your choice of a lacrosse program?
* In what ways do you want to grow as a player and a person in college?
* What excites you most about the potential to play and learn at Colby?

# Social Media Topic Ideas

* Throwback posts featuring historic lacrosse game moments at Colby.
* Interactive Instagram Stories polls asking followers about their favorite historic sports figures.
* A YouTube series featuring interviews with alumni discussing the evolution of the lacrosse program.
* Weekly TikTok challenges recreating famous plays from past Colby lacrosse games.
* Facebook Live sessions with coaches talking about the vision for the lacrosse program.
* Highlight reels on Instagram showing notable achievements in Colby lacrosse history.
* Twitter threads detailing significant milestones in the program’s history.
* LinkedIn articles by former Colby lacrosse players talking about how the program shaped their careers.

# Text Messaging Talking Points

* What part of our team's history excites you the most?
* Can you see yourself being a part of Colby's future success stories?
* What traditions at Colby do you look forward to being a part of?
* How do you feel about contributing to both our past successes and future goals?
* What does it mean to you to be a Mule in lacrosse?
* How do you think being at Colby will help you grow outside of the game?
* Are you ready to be a part of something bigger than yourself?
* What can you bring to our team that’s unique?

# Email 1 - Week 1

\*\*Suggested subject line\*\*: Dive into the Rich History and Bright Future of Colby Lacrosse

<Prospect Name>,

Welcome to the beginning of your potential journey with Colby College Lacrosse! This month, we’re excited to share with you the rich history and the ambitious future that defines our program. What do you know about our team's past, and what are you most curious about?

# Email 2 - Week 2

\*\*Suggested subject line\*\*: Be a Part of Our Legacy

<Prospect Name>,

Last week, we touched on our proud history. Now, let’s talk about how you can be a part of our future. We've seen great players grow here, and you could be next. What are your dreams and goals for your lacrosse career?

# Parent Letter - Week 2

<Prospect Name>,

As you consider Colby for your child's education and athletic growth, we want to assure you of our commitment to nurturing both. Our program has a legacy of excellence, and we are excited about the future. How can we help address any questions you might have?

# Coach Letter - Week 4

<Prospect Name>,

I’ve seen many young players turn into stars here at Colby. I believe in building not just great players, but great people. Can we count on you to join us and add to our story?

# Letter 1 - Week 4

<Prospect Name>,

Imagine yourself here at Colby, where you’re not just playing lacrosse but also building a future. How do you see yourself fitting into this picture?

# For February: Academic Opportunities

# Talking Points

* How do you balance your academic and athletic commitments?
* What are you looking to major in, and how can Colby support your academic goals?
* Are there specific academic resources you’re looking for in a college?
* How important is having access to personalized academic advising to you?
* What role do you see academics playing in your collegiate lacrosse career?
* How do you handle academic challenges?
* What excites you about learning at Colby?
* Are there any specific academic achievements you’re proud of?

# Social Media Topic Ideas

* Instagram Lives with current students talking about their academic journeys at Colby.
* Snapchat stories highlighting a day in the life of a student-athlete during midterms.
* Tweets linking to articles about academic resources available at Colby.
* Facebook posts celebrating academic achievements of lacrosse players.
* YouTube videos touring academic facilities and libraries.
* TikTok mini-series featuring quick tips from professors.
* LinkedIn posts discussing the integration of academics and athletics at Colby.
* Reddit AMAs with academic advisors discussing how to thrive academically.

# Text Messaging Talking Points

* How do you plan to tackle your studies while being a dedicated athlete?
* What can Colby offer to help you excel academically and athletically?
* Are you looking for a strong support system in your academic pursuits?
* What academic goals do you have for your first year in college?
* How can we help make your academic transition to college smoother?
* What’s your biggest academic achievement so far?
* How do you see your academic and athletic life blending at Colby?
* What questions do you have about our academic programs?

# Email 1 - Week 1

\*\*Suggested subject line\*\*: Explore Academic Excellence at Colby

<Prospect Name>,

At Colby, we pride ourselves on balancing academic rigor with athletic excellence. This week, let’s explore how our academic programs can support your career goals. What subjects are you interested in?

# Email 2 - Week 2

\*\*Suggested subject line\*\*: Academic Resources Tailored for You

<Prospect Name>,

Last week, we discussed our strong academic programs. Now, let’s talk about the resources that Colby offers to help you succeed. Are there particular academic supports you’ve found helpful in the past?

# Parent Letter - Week 2

<Prospect Name>,

Ensuring your child’s academic success is as important to us as their performance on the field. At Colby, we provide extensive support systems. What concerns can we address about our academic environment?

# Email 3 - Week 3

\*\*Suggested subject line\*\*: Picturing Your Academic Future at Colby

<Prospect Name>,

As you think about your future at Colby, how do you envision using our academic resources to reach your potential both in and out of the classroom?

# Letter 1 - Week 4

<Prospect Name>,

Imagine graduating from Colby as not just a better player but also a well-rounded individual ready to tackle the world. How does that vision align with your aspirations?

# For March: Athletic Atmosphere at Colby

# Talking Points

* How important is a supportive and competitive athletic environment to you?
* What are your expectations from a collegiate lacrosse program in terms of culture?
* How do you see yourself contributing to the team dynamic?
* What do you look for in a coaching staff?
* How do you handle competition and pressure?
* What’s your ideal team atmosphere?
* How do you celebrate team successes?
* What do you think makes a great teammate?

# Social Media Topic Ideas

* Instagram posts featuring behind-the-scenes looks at team practices and bonding activities.
* Snapchat filters themed around big game days at Colby.
* Tweets highlighting quotes about teamwork and spirit from current players.
* Facebook events for upcoming games, inviting fans to support the Mules.
* YouTube vlogs from players discussing their daily routines and team interactions.
* TikTok challenges involving team mascot and fans.
* LinkedIn articles on the impact of sports on professional skills.
* Reddit threads discussing strategies and game analyses.

# Text Messaging Talking Points

* How do you feel about joining a team that values camaraderie and competition?
* What’s your ideal way to celebrate a big win?
* How do you motivate yourself and others on tough days?
* What qualities do you bring to a team that you’re most proud of?
* How do you handle the balance between competition and teamwork?
* How do you see yourself growing with a team that supports each other?
* What do you look for in terms of team culture and environment?
* Can you describe a time when you helped uplift your team?

# Email 1 - Week 1

\*\*Suggested subject line\*\*: Join the Team Spirit at Colby

<Prospect Name>,

At Colby, our lacrosse team is more than just a group of players; it’s a close-knit community. This week, let’s dive into what makes our team atmosphere special. What aspects of a team are most important to you?

# Email 2 - Week 2

\*\*Suggested subject line\*\*: Culture and Community in Colby Lacrosse

<Prospect Name>,

Last week, we touched on our team spirit. Now, let’s explore how you can contribute to and benefit from our supportive environment. What are your thoughts on leadership and teamwork?

\*\*Parent Letter - Week