Certainly! Below is a detailed recruiting message for Colby College's lacrosse program, along with a friendly, conversational email from a college coach to a prospective student-athlete.

# Colby College Lacrosse

# May/June/July/August 2024

# TRS Messages

In May, 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 June, 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 July, the athletic facilities at Colby will be highlighted, emphasizing how your training philosophy prepares athletes to compete at the collegiate level.

In August, 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 May:

\*\*Main Topic\*\*: Dorms and Campus Life

# Talking Points (6-8 bullet points in question form):

* What are the different dorm options available for first-year students at Colby?
* How do students typically personalize their dorm rooms to make them feel like home?
* What kind of community events are organized in the dorms to help students connect?
* How does living on campus enhance your overall college experience at Colby?
* What are some of the unique features of Colby’s residence halls?
* How do roommates get matched, and what support is available if issues arise?
* What are the dining options like on campus, and how close are they to the dorms?
* How does the campus layout make it easy to get from dorms to classes and other facilities?

# Social Media Topic Ideas (7-8 bullet points):

* Share a day-in-the-life video of a Colby student living on campus.
* Post a photo series of the different dorm styles and common areas.
* Host a Q&A session with current students about their dorm experiences.
* Feature a “Dorm Room Makeover” contest with before and after photos.
* Highlight a “Meet Your RA” series introducing resident advisors.
* Share testimonials from students about their favorite dorm memories.
* Create a “Dorm Cooking Hacks” video with easy recipes for students.
* Post a virtual tour of the campus, focusing on residence halls.

# Text Messaging Talking Points (6-8 bullet points in question form):

* Have you thought about what kind of dorm room setup you’d like at Colby?
* What’s one thing you’re excited about when it comes to living on campus?
* Do you have any questions about the roommate matching process?
* How important is having a strong community in your dorm to you?
* Are there any specific amenities you’re hoping to find in your dorm?
* What’s your favorite way to personalize your living space?
* How do you feel about the dining options available on campus?
* Would you like to know more about the events and activities in the dorms?

# For June:

\*\*Main Topic\*\*: Athletic Atmosphere at the School

# Talking Points (6-8 bullet points in question form):

* What makes the athletic atmosphere at Colby unique compared to other schools?
* How do Colby’s sports teams contribute to school spirit and community?
* What are some of the traditions that Colby athletes participate in?
* How does the support from fans and the community impact your performance?
* What role do coaches play in fostering a positive athletic environment?
* How do athletes balance academics and sports at Colby?
* What are some of the biggest athletic events on campus each year?
* How does being part of a team enhance your college experience?

# Social Media Topic Ideas (7-8 bullet points):

* Share highlights from recent lacrosse games and other sports events.
* Post interviews with athletes about their experiences at Colby.
* Feature a “Day in the Life” of a Colby athlete on Instagram Stories.
* Create a “Throwback Thursday” series with past athletic achievements.
* Host a live stream of a practice session or game.
* Share motivational quotes from coaches and players.
* Highlight the role of fans and the community in supporting teams.
* Post a behind-the-scenes look at team preparations for a big game.

# Text Messaging Talking Points (6-8 bullet points in question form):

* What excites you most about the athletic atmosphere at Colby?
* How important is school spirit to you when choosing a college?
* Do you have any questions about balancing sports and academics?
* What are you looking forward to most about being part of a team?
* How do you think being an athlete will shape your college experience?
* Are there any traditions you’re excited to participate in?
* How do you feel about the support from fans and the community?
* Would you like to know more about the role of coaches at Colby?

# For July:

\*\*Main Topic\*\*: Athletic Facilities

# Talking Points (6-8 bullet points in question form):

* What are the key features of Colby’s athletic facilities that stand out to you?
* How do the facilities support your training and development as an athlete?
* What are some of the recent upgrades or additions to the facilities?
* How accessible are the facilities for student-athletes?
* What role do the facilities play in enhancing team performance?
* How do the facilities compare to those at other colleges you’re considering?
* What are the benefits of having state-of-the-art equipment and resources?
* How do the facilities contribute to a positive training environment?

# Social Media Topic Ideas (7-8 bullet points):

* Share a virtual tour of Colby’s athletic facilities.
* Post before and after photos of recent facility upgrades.
* Feature testimonials from athletes about their favorite facilities.
* Highlight the technology and equipment available for training.
* Share a “Behind the Scenes” look at facility maintenance and care.
* Post a series on how facilities support different sports teams.
* Create a video showcasing a day of training at the facilities.
* Share fun facts about the history and development of the facilities.

# Text Messaging Talking Points (6-8 bullet points in question form):

* What facilities are most important to you for your training?
* How do you feel about the accessibility of Colby’s athletic facilities?
* Are there any specific features you’re excited to use?
* How do you think the facilities will impact your development as an athlete?
* Do you have any questions about the resources available for training?
* How do you feel about the role of facilities in team performance?
* Would you like to know more about recent upgrades or additions?
* How do you think Colby’s facilities compare to other schools?

# For August:

\*\*Main Topic\*\*: Our Team

# Talking Points (6-8 bullet points in question form):

* What makes the Colby lacrosse team unique compared to others?
* How does the team foster a sense of community and belonging?
* What are some of the team’s recent achievements and goals?
* How do team members support each other on and off the field?
* What role do coaches play in developing team dynamics?
* How does being part of the team enhance your college experience?
* What are some of the traditions or rituals the team participates in?
* How do team members balance academics and athletics?

# Social Media Topic Ideas (7-8 bullet points):

* Share player profiles and highlight their achievements.
* Post a “Meet the Team” series introducing new members.
* Feature a “Throwback Thursday” with past team successes.
* Share motivational stories from team members.
* Highlight team bonding activities and events.
* Post a video of a typical team practice session.
* Share testimonials from alumni about their team experiences.
* Create a series on the team’s goals and aspirations for the season.

# Text Messaging Talking Points (6-8 bullet points in question form):

* What excites you most about joining the Colby lacrosse team?
* How important is team camaraderie to you when choosing a college?
* Do you have any questions about the team’s recent achievements?
* What are you looking forward to most about being part of the team?
* How do you think being on the team will shape your college experience?
* Are there any traditions you’re excited to participate in?
* How do you feel about balancing academics and athletics?
* Would you like to know more about the role of coaches in team dynamics?

\*\*Topic\*\*: "Dorms/Campus Life"

\*\*Month\*\*: "May"

# WEEK 2

\*\*Email 1\*\*:

Subject: Discover Your New Home at Colby!

Hi [Prospect's Name],

I hope this message finds you well! I wanted to take a moment to share a bit about what life is like living on campus here at Colby College. Our dorms are more than just a place to sleep—they’re vibrant communities where lifelong friendships are formed.

When I was in college, some of my best memories were made right in the dorms, from late-night study sessions to spontaneous pizza parties. At Colby, we have a variety of residence halls, each with its own unique vibe, and I’m sure you’ll find the perfect fit for you.

I’d love to chat more about what makes living on campus so special and answer any questions you might have. Feel free to reach out anytime!

Looking forward to hearing from you soon.

Best,

[Coach's Name]

Head Coach, Colby College Lacrosse

[Contact Information]

This message and email are designed to engage prospective student-athletes and provide them with a comprehensive view of what life and athletics are like at Colby College.