# **Hamilton College Basketball**

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

# **TRS Messages**

In January: We will dive into the rich history and vision for the basketball program at Hamilton. This will give you a glimpse into our proud past and the exciting future we're building towards.

In February: The focus will be on the athletic facilities at Hamilton, showcasing where you will train and compete.

In March: We will explore the academics at Hamilton College, emphasizing how our educational programs complement your athletic career.

In April: Get ready to learn about the athletic atmosphere at Hamilton, where you'll find out what it's like to be part of the Continentals on the court.

# For January: History and Vision for the Program

\*\*Main Topic\*\*: History and Vision for the Basketball Program

\*\*Talking Points\*\*:

* How much do you know about the history of basketball at Hamilton?
* What are your aspirations for your college basketball career, and how can Hamilton help you achieve them?
* Do you see yourself being part of a program that values both tradition and innovation?
* What excites you most about the possibility of contributing to the legacy of the Continentals?
* How important is it for you to be in an environment that fosters growth both on and off the court?
* Can you envision yourself thriving in a program that combines strong athletic and academic values?
* What do you look for in a coaching staff when considering a college basketball program?
* How do you feel about playing for a team that’s as focused on building character as it is on winning games?

\*\*Social Media Topic Ideas\*\*:

* A throwback Thursday post each week featuring notable alumni and key moments in Hamilton basketball history.
* Interactive Instagram stories quizzes about famous games or players.
* A YouTube series introducing current players and their journey at Hamilton.
* Facebook live sessions with coaches discussing the vision for the program.
* Regular tweets highlighting program milestones and future goals.
* A LinkedIn article series from alumni sharing how Hamilton basketball helped shape their careers.
* Reddit AMA (Ask Me Anything) sessions with former players.
* TikTok challenges reenacting famous game-winning shots or plays.

\*\*Text Messaging Talking Points\*\*:

* Were you aware that Hamilton’s basketball program has over a century of history? What legacy would you want to leave here?
* How important is tradition in your decision about where to play college basketball?
* Can you see yourself making an impact at Hamilton both on and off the court?
* What are your long-term goals, and how can a program like Hamilton’s help you achieve them?
* Do you prefer a program that values community involvement as much as game performance?
* What does being part of a team mean to you, especially in a collegiate setting?
* How do you handle pressure, both academically and athletically?
* What are your thoughts on leadership and how would you want to be a leader at Hamilton?

# January Emails and Letters

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Discover the Legacy of Hamilton Basketball

<Prospect Name>,

Welcome to the beginning of your journey with Hamilton Basketball! This month, we’re diving into the rich history and exciting future of our program. We’d love to hear what aspects of a basketball program are most important to you and how you see yourself fitting into the legacy of the Continentals.

# WEEK 2

# Email 2

\*\*Suggested subject line\*\*: Be Part of Our Vision

<Prospect Name>,

This week, let’s talk about your future and dreams. Hamilton Basketball isn’t just about winning games; it’s about building leaders on and off the court. What are your biggest aspirations, and how can Hamilton help you reach them?

# Parent Letter

<Prospect Name>,

We understand that choosing the right college is a big decision not just for the students but for their families as well. At Hamilton, we pride ourselves on supporting our players academically, athletically, and personally. How can we help ease any concerns you might have?

# WEEK 3

# Letter 1

\*\*Suggested subject line\*\*: Imagine Your Future with Hamilton Basketball

<Prospect Name>,

Can you see yourself here at Hamilton, growing into a more complete player and person? This week, think about where you want your basketball career to take you and how Hamilton fits into that picture.

# WEEK 4

# Coach Letter

\*\*Suggested subject line\*\*: A Personal Message from Your Future Coach

<Prospect Name>,

I’m excited about the possibility of having you on our team. Your potential on and off the court is exactly what we look for in a Continental. Let’s talk about how we can work together to achieve greatness.

This template provides a comprehensive approach to engaging a young prospect, maintaining a conversational tone throughout. Each section invites interaction and reflection, encouraging the prospect to visualize their future with Hamilton College Basketball.