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

# Hamilton College Basketball

# 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 Hamilton and others nationwide. This is an important topic for this generation of recruits.

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

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

In August, we’ll focus on the basketball team at Hamilton, 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 types of dorms available for first-year students at Hamilton?
* How does living on campus enhance your college experience?
* What are some of the unique features of Hamilton's residence halls?
* How do dorms at Hamilton foster a sense of community among students?
* What kind of support systems are in place for students living on campus?
* How does living on campus help you balance academics and athletics?
* What are some fun activities or events that happen in the dorms?
* How do roommates and suitemates contribute to your college experience?

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

* Share a day in the life of a Hamilton student living on campus.
* Post a video tour of the coolest dorm rooms at Hamilton.
* Highlight a student-athlete's favorite spot in their dorm.
* Feature a story about a memorable dorm event or tradition.
* Share tips from current students on making the most of dorm life.
* Post a Q&A session with resident advisors about campus living.
* Highlight the benefits of living on campus for first-year students.
* Share testimonials from students about their dorm experiences.

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

* Have you thought about what kind of dorm you'd like to live in at Hamilton?
* What excites you most about living on campus?
* How important is having a strong community in your dorm to you?
* Are you interested in learning about the different dorm options at Hamilton?
* What questions do you have about campus life at Hamilton?
* How do you think living on campus will help you as a student-athlete?
* Would you like to hear more about the social events in the dorms?
* How do you feel about having a roommate or suitemate?

# For June:

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

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

* What is the game day atmosphere like at Hamilton?
* How do fans and students support the basketball team?
* What traditions are unique to Hamilton's athletic events?
* How does the athletic department support student-athletes?
* What role do coaches play in creating a positive athletic environment?
* How do athletes balance sports and academics at Hamilton?
* What are some memorable moments from past basketball seasons?
* How does the team prepare for big games?

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

* Share highlights from recent basketball games.
* Post interviews with players about their favorite game day moments.
* Feature a behind-the-scenes look at a team practice.
* Highlight the role of the student section in supporting the team.
* Share a video of the team’s pre-game rituals.
* Post a spotlight on a standout player and their journey.
* Share testimonials from alumni about their athletic experiences.
* Highlight the support staff that helps the team succeed.

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

* What do you look forward to most about game days at Hamilton?
* How important is a supportive fan base to you?
* Are you interested in learning about our team traditions?
* How do you see yourself contributing to the team atmosphere?
* What questions do you have about balancing sports and academics?
* Would you like to hear more about our coaching staff?
* How do you feel about the support system for athletes at Hamilton?
* What excites you about being part of a college basketball team?

# For July:

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

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

* What are the key features of Hamilton's basketball facilities?
* How do the facilities support athlete development and training?
* What technology is available to enhance training and performance?
* How accessible are the facilities for student-athletes?
* What are some recent upgrades or improvements to the facilities?
* How do the facilities compare to other colleges you’re considering?
* What role do the facilities play in your decision-making process?
* How do the facilities contribute to team success?

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

* Share a virtual tour of the basketball facilities.
* Post a day in the life of a student-athlete using the facilities.
* Highlight the latest technology used in training.
* Feature testimonials from athletes about their favorite facility features.
* Share a video of a workout session in the gym.
* Post a spotlight on the training staff and their role.
* Highlight the importance of facilities in athlete development.
* Share before-and-after photos of recent facility upgrades.

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

* What facilities are most important to you as a basketball player?
* How do you think our facilities can help you improve your game?
* Are you interested in learning about our training technology?
* What questions do you have about our athletic facilities?
* How do you feel about the accessibility of our facilities?
* Would you like to hear more about recent upgrades?
* How do you see yourself using the facilities to reach your goals?
* What excites you about training at Hamilton?

# For August:

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

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

* What is the team culture like at Hamilton?
* How do players support each other on and off the court?
* What are some team traditions that you’re excited about?
* How does the coaching staff contribute to team success?
* What role do team leaders play in fostering a positive environment?
* How does the team prepare for the season?
* What are some memorable moments from past seasons?
* How do players balance competition and camaraderie?

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

* Share player profiles and their journeys to Hamilton.
* Post a video of a team-building activity.
* Highlight a day in the life of a Hamilton basketball player.
* Feature testimonials from players about the team culture.
* Share a spotlight on the coaching staff and their philosophy.
* Post highlights from past seasons and memorable games.
* Share a video of a team practice or scrimmage.
* Highlight the role of team leaders in fostering success.

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

* What do you look forward to most about being part of our team?
* How important is team culture to you?
* Are you interested in learning about our team traditions?
* How do you see yourself contributing to the team environment?
* What questions do you have about our coaching staff?
* Would you like to hear more about our team leaders?
* How do you feel about balancing competition and camaraderie?
* What excites you about joining the Hamilton basketball team?

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

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

# WEEK 2

\*\*Email 1\*\*:

\*\*Subject Line\*\*: Discover Your New Home at Hamilton!

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 Hamilton College. As someone who has experienced the vibrant community and supportive environment firsthand, I can tell you that our dorms are more than just a place to sleep—they're where lifelong friendships are made.

Living on campus is an incredible opportunity to immerse yourself in the full college experience. From late-night study sessions to spontaneous dorm events, there's always something happening. Our residence halls are designed to foster a sense of community, making it easy to connect with fellow students and create lasting memories.

I remember my own time living on campus and how it shaped my college journey. The support from my dorm mates and the fun we had together made all the difference. I’m excited for you to experience this too!

If you have any questions about dorm life or anything else, feel free to reach out. I’d love to chat and help you get a feel for what makes Hamilton such a special place.

Looking forward to hearing from you soon!

Best,

[Coach's Name]

Head Coach, Hamilton College Basketball

[Contact Information]

This message and email are designed to engage prospective student-athletes and provide them with a comprehensive understanding of what Hamilton College has to offer, both on and off the court.