# **Hamilton College Basketball**

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

# **TRS Messages**

Sure, let’s create a detailed recruiting message for Hamilton College's basketball program, following the structure you provided. I'll also include a friendly, conversational email 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 Hamilton and others nationwide. This is an important topic for this generation of recruits.

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

In April: 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 January: Main Topic

# Talking Points

* What are you most excited about when it comes to living on a college campus?
* Have you thought about how you'll balance basketball and academics?
* What kind of dorm environment do you think would suit you best?
* How do you feel about sharing a room with a roommate?
* What are some things you look for in a college dining hall?
* Are there any clubs or activities you’re interested in aside from basketball?
* Do you have any concerns about campus life that we can address?
* How do you think living on campus will help you grow personally?

# Social Media Topic Ideas

* Instagram: Weekly posts featuring different dorm rooms and common areas to give prospects a peek into campus life.
* Snapchat: Encourage the basketball team to host a live Q&A session from their dorms.
* Twitter (X): Share short quotes from current athletes about their dorm experiences.
* Facebook: Feature stories from students about their favorite campus spots.
* YouTube: Create a vlog showcasing a day in the life of a Hamilton student.
* LinkedIn: Post about the benefits of on-campus living for networking and career development.
* Reddit: Host an AMA (Ask Me Anything) with current students about dorm life.
* TikTok: Trendy dances or challenges filmed in dorm spaces to engage prospects.

# Text Messaging Talking Points

* What are you most looking forward to in your college dorm experience?
* Have you had a chance to check out our dorms online? What did you think?
* What's one must-have item you plan to bring for your dorm room?
* Do you have any questions about what it's like to live on campus at Hamilton?
* What's your favorite thing about the idea of living on campus?
* How do you think living in a dorm will help you connect with other students?
* Have you thought about what you’d like to do during your free time at college?
* Are there any particular amenities you’re hoping to find in our dorms?

# January: Dorms and Campus Life

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Discover Life at Hamilton: Dorms and Beyond!

Hi [Prospect Name],

I hope this message finds you well! I wanted to take a moment to share some exciting insights about life on campus here at Hamilton College, especially when it comes to our awesome dorms. Living on campus is such a unique experience, and I can't wait for you to be part of it!

Our dorms are not just places to sleep—they’re vibrant communities where you'll make friendships and memories that last a lifetime. I remember my own college days, and I can tell you, some of my best memories were made right in those halls.

If you have any questions or just want to chat about campus life, feel free to reach out. I'd love to hear what you're most excited about!

Looking forward to hearing from you soon.

Best,

[Coach Name]

[Coach Contact Information]

Feel free to adjust any specific details or add more personalized touches as needed!