Certainly! Below is a detailed recruiting message for Maine Maritime Academy's volleyball program, along with a friendly, conversational email for a college coach to send to a prospective student-athlete.

# Maine Maritime Academy Volleyball

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

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

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

In August, we’ll focus on the volleyball team at MMA, 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 MMA?
* How do students typically personalize their dorm rooms to make them feel like home?
* What kind of support services are available for students living on campus?
* How does living on campus enhance the overall college experience at MMA?
* Are there any unique traditions or events that take place in the dorms?
* How do roommates get matched, and what if I want to room with a friend?
* What are the dining options like on campus, and how close are they to the dorms?
* How does living on campus help with balancing academics and athletics?

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

* Share a day-in-the-life video of a student living in the dorms.
* Post a photo series of creatively decorated dorm rooms.
* Highlight a dorm event or tradition with a short video or photo album.
* Feature testimonials from current students about their dorm experiences.
* Create a Q&A session on Instagram Stories about campus life.
* Share a "Dorm Room Essentials" checklist for incoming students.
* Post a video tour of the dorm facilities and common areas.
* Highlight the benefits of living on campus through student interviews.

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

* Have you thought about what kind of dorm room setup you'd like?
* What are you most excited about when it comes to living on campus?
* Do you have any questions about the dining options at MMA?
* How important is it for you to have a roommate with similar interests?
* Are there any specific amenities you're looking for in a dorm?
* What do you think will be the biggest adjustment to living away from home?
* How do you feel about participating in dorm events and activities?
* Do you have any concerns about living on campus that I can help address?

# 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 for volleyball matches at MMA?
* How do students and athletes support each other during competitions?
* What role do fans and the community play in creating the athletic atmosphere?
* How does the coaching staff contribute to the positive athletic environment?
* What are some of the traditions that make MMA's athletic atmosphere unique?
* How do athletes balance their academic and athletic commitments?
* What kind of support do athletes receive from the school and community?
* How does the athletic atmosphere at MMA compare to other schools?

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

* Share highlights from recent volleyball games with exciting commentary.
* Post interviews with athletes about their experiences at MMA.
* Feature a "Day in the Life" of an MMA volleyball player.
* Create a video montage of fans cheering at games.
* Highlight the role of the community in supporting MMA athletics.
* Share behind-the-scenes footage of team practices and preparations.
* Post a countdown to the next big volleyball match.
* Feature a spotlight on the coaching staff and their philosophy.

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

* What excites you most about being part of a college volleyball team?
* How important is a supportive athletic community to you?
* Do you have any questions about the game day experience at MMA?
* How do you see yourself contributing to the team's atmosphere?
* What are you looking forward to most about competing at the college level?
* How do you think the athletic atmosphere at MMA will help you grow as a player?
* Are there any specific traditions you're excited to be a part of?
* How do you feel about the balance between academics and athletics?

# For July:

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

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

* What are the key features of the volleyball facilities at MMA?
* How do the facilities support athlete training and development?
* What kind of access do athletes have to the training facilities?
* How do the facilities compare to those at other colleges?
* What role do the facilities play in the team's success?
* How are the facilities maintained and updated to meet athlete needs?
* What additional resources are available to athletes in the facilities?
* How do the facilities enhance the overall athletic experience at MMA?

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

* Share a virtual tour of the volleyball facilities at MMA.
* Post before-and-after photos of recent facility upgrades.
* Highlight the state-of-the-art equipment available to athletes.
* Feature testimonials from athletes about their favorite facility features.
* Share a time-lapse video of a day in the life of the facilities.
* Post a spotlight on the staff who maintain and support the facilities.
* Share a video of a training session in the facilities.
* Highlight the role of the facilities in athlete success stories.

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

* What features are you looking for in a college athletic facility?
* How important is access to top-notch training equipment for you?
* Do you have any questions about the volleyball facilities at MMA?
* How do you think the facilities will help you improve as a player?
* What role do you see the facilities playing in your athletic development?
* How do you feel about the resources available to athletes at MMA?
* Are there any specific facility features you're excited to use?
* How do you think the facilities will enhance your college experience?

# For August:

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

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

* What is the team culture like for the volleyball team at MMA?
* How do team members support each other on and off the court?
* What role does the coaching staff play in shaping the team culture?
* How does the team prepare for games and competitions?
* What are some of the team's recent achievements and successes?
* How do new players integrate into the team?
* What are the team's goals for the upcoming season?
* How does the team balance competition with camaraderie?

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

* Share player profiles and highlight their achievements.
* Post a video of a team-building activity or event.
* Feature a "Meet the Team" series with fun facts about each player.
* Share highlights from recent games and competitions.
* Post a behind-the-scenes look at team practices and preparations.
* Highlight the role of the coaching staff in team success.
* Share testimonials from players about their team experiences.
* Post a countdown to the start of the volleyball season.

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

* What are you most excited about when it comes to joining a new team?
* How important is team culture to you in choosing a college program?
* Do you have any questions about the volleyball team at MMA?
* How do you see yourself contributing to the team's success?
* What are your personal goals for your college volleyball career?
* How do you feel about the balance between competition and camaraderie?
* Are there any specific team traditions you're excited to be a part of?
* How do you think being part of the team will enhance your college experience?

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

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

# WEEK 2

\*\*Email 1\*\*:

Subject: Discover Your New Home at MMA!

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 Maine Maritime Academy. Our dorms are more than just a place to sleep—they're where lifelong friendships are made and where you'll truly feel at home.

When I was in college, living on campus was one of the best parts of my experience. It was where I met some of my closest friends and where I learned to balance my studies with my social life. At MMA, you'll find a supportive community ready to welcome you with open arms.

I'd love to hear what you're looking forward to most about living on campus. Do you have any questions or concerns? Feel free to reach out anytime—I'm here to help!

Looking forward to chatting with you soon.

Best,

[Coach's Name]

Head Volleyball Coach

Maine Maritime Academy

[Coach's Email]

[Coach's Phone Number]

This message and email are designed to engage prospective student-athletes and provide them with a comprehensive understanding of what life and athletics are like at Maine Maritime Academy.