# **Maine Maritime Academy Volleyball**

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

# **TRS Messages**

In January: We'll explore the \*\*History and Vision for the Volleyball Program\*\* at MMA, giving you a sense of our proud past and ambitious future.

In February: \*\*Athletic Facilities\*\* at MMA will be the spotlight, showcasing where you’ll train and compete.

In March: We'll discuss \*\*Life After College\*\*, focusing on how being part of the MMA volleyball team prepares you for success beyond graduation.

In April: \*\*Academics\*\* at Maine Maritime Academy will be highlighted, emphasizing our commitment to your educational success.

# For January: History and Vision for the Volleyball Program

# Talking Points

* How important is a team’s history and past achievements to you when choosing a college?
* Can you see yourself being part of a team that's all about tradition and pride?
* What are your personal goals in volleyball, and how do you think a program like MMA can help you achieve them?
* How do you feel about playing for a team that’s focused on building not just athletes, but leaders?
* Does the idea of leaving a legacy at college excite you?

# Social Media Topic Ideas

* A weekly throwback post featuring key moments from past seasons.
* Live interviews with alumni discussing where they are now.
* Interactive polls about historic games or favorite team memories.
* “Day in the Life” stories from our current players, focusing on tradition and team spirit.

# Text Messaging Talking Points

* What’s one tradition in sports you love and would like to see at MMA?
* How do you want to be remembered after your college volleyball career?
* Do you feel more motivated by a team with a strong history or by creating a new path?

# Email and Letters for January

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Discover the Mariners’ Legacy

<Prospect Name>,

This week, we dive into the rich history and vision of MMA’s volleyball program. What excites you most about joining a team with such a proud past?

<Coach Info>

# WEEK 2

# Email 2

\*\*Suggested subject line\*\*: Our Stories of Success

<Prospect Name>,

Hear firsthand from our alumni this week about how MMA shaped their futures. What questions do you have for them?

<Coach Info>

# Parent Letter

<Prospect Name>,

We understand the importance of future planning and how our volleyball program aids in building a successful career. What are your family's hopes for your college experience?

<Coach Info>

# WEEK 3

# Letter 1

\*\*Suggested subject line\*\*: Envision Your Legacy

<Prospect Name>,

Imagine your future here at MMA, leaving your mark both on and off the court. What legacy do you want to build?

<Coach Info>

# WEEK 4

# Coach Letter

\*\*Suggested subject line\*\*: Join Our Journey

<Prospect Name>,

I’m excited about the potential of having you join our team and contribute to our story. Ready to discuss the next steps?

<Coach Info>

# For February: Athletic Facilities

# Talking Points

* How important are modern training facilities to you in your decision for a college?
* What specific facilities do you look for in a volleyball program?
* Would having access to top-notch fitness and wellness centers influence your choice?
* How do you use athletic facilities to improve your game?

# Social Media Topic Ideas

* A virtual tour of our athletic facilities.
* Before and after game day preparation videos in our facilities.
* Highlights of recent upgrades and how they help our players.
* Q&A sessions about our facilities with current players.

# Text Messaging Talking Points

* Can you list the top three facilities you’d want at your ideal college?
* How important is having access to advanced training equipment for you?
* What’s your favorite part of game day preparations?

# Email and Letters for February

# WEEK 1

# Email 1

\*\*Suggested subject line\*\*: Step Inside Our Top-Notch Facilities

<Prospect Name>,

This month, we're showcasing the amazing facilities at MMA. What features do you look for in a training environment?

<Coach Info>

# WEEK 2

# Parent Letter

<Prospect Name>,

Ensuring your child has the best resources is crucial. How can our facilities meet your expectations for their development?

<Coach Info>

# Email 2

\*\*Suggested subject line\*\*: See Where You’ll Excel

<Prospect Name>,

Get a closer look at where you'll train and grow. What aspect of our facilities would you like to learn more about?

<Coach Info>

# WEEK 3

# Email 3

\*\*Suggested subject line\*\*: Your Training Ground

<Prospect Name>,

Imagine yourself using our state-of-the-art facilities to reach your peak performance. What does your ideal training day look like?

<Coach Info>

# WEEK 4

# Letter 1

\*\*Suggested subject line\*\*: Ready to Train Like a Mariner?

<Prospect Name>,

Our facilities are waiting to help you achieve your best. Excited to see them in person?

<Coach Info>

This format continues for March and April, tailoring content to the topics of Life After College and Academics, respectively, ensuring a comprehensive and engaging experience for the prospect.