Certainly! Below is a detailed recruiting message for Harvard University Cross Country and Track & Field, along with a friendly, conversational email for a college coach to send to a prospective student-athlete.

# Harvard University Cross Country and Track & Field

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

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

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

In August, we’ll focus on the cross country and track & field team at Harvard, 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 Harvard?
* How do the residence halls foster a sense of community among athletes?
* What amenities are available in the dorms to support student-athletes?
* How does living on campus enhance your overall college experience?
* What are some fun activities or events that take place in the dorms?
* How do athletes balance their training schedule with dorm life?
* What support systems are in place for new students adjusting to campus life?
* How does living in Cambridge add to the Harvard experience?

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

* Share a day-in-the-life video of a student-athlete living in the dorms.
* Post a photo series of dorm room setups and creative spaces.
* Highlight a dorm event or social gathering with athletes.
* Feature a Q&A session with current athletes about dorm life.
* Create a “Dorm Tour” video showcasing different residence halls.
* Share testimonials from athletes about their favorite dorm experiences.
* Post a “Move-In Day” photo album capturing the excitement.
* Highlight the benefits of living in Cambridge as a student-athlete.

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

* Have you thought about what kind of dorm setup you’d like at Harvard?
* What are you most excited about when it comes to living on campus?
* How do you think living in Cambridge will enhance your college experience?
* Are there any specific amenities you’re looking for in a dorm?
* How important is a sense of community in your living environment?
* What questions do you have about balancing dorm life with athletics?
* How do you envision your daily routine in the dorms?
* What are you looking forward to most about campus life?

# For June:

\*\*Main Topic\*\*: Athletic Atmosphere at Harvard

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

* What makes the athletic atmosphere at Harvard unique?
* How do athletes support each other across different sports?
* What traditions or events are part of the athletic culture at Harvard?
* How does the coaching staff contribute to the positive athletic environment?
* What role do fans and the community play in the athletic atmosphere?
* How do athletes balance academics and athletics at Harvard?
* What opportunities are there for athletes to engage with the broader Harvard community?
* How does the athletic atmosphere enhance your overall college experience?

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

* Share highlights from recent meets and competitions.
* Feature athlete spotlights and their journey at Harvard.
* Post behind-the-scenes content from training sessions.
* Highlight team bonding activities and events.
* Share motivational quotes from coaches and athletes.
* Post a “Day in the Life” of a Harvard athlete video.
* Feature alumni success stories and their impact on the program.
* Share fan experiences and support at meets.

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

* What excites you most about the athletic atmosphere at Harvard?
* How do you see yourself contributing to the team culture?
* What questions do you have about balancing academics and athletics?
* How important is team support and camaraderie to you?
* What are you looking forward to in terms of athletic traditions?
* How do you envision your role within the Harvard athletic community?
* What aspects of the athletic atmosphere are most appealing to you?
* How do you plan to engage with the broader Harvard community?

# For July:

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

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

* What facilities are available for cross country and track & field athletes at Harvard?
* How do the facilities support your training and development?
* What role do the facilities play in preparing athletes for competition?
* How do athletes utilize the facilities for recovery and wellness?
* What are some unique features of Harvard’s athletic facilities?
* How do the facilities enhance the overall athletic experience?
* What opportunities are there for athletes to access state-of-the-art equipment?
* How do the facilities contribute to team bonding and camaraderie?

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

* Share a virtual tour of the athletic facilities.
* Post a “Facility Spotlight” series highlighting different areas.
* Feature athlete testimonials about their favorite facility features.
* Share training tips and routines using the facilities.
* Highlight the role of facilities in athlete recovery and wellness.
* Post a “Behind the Scenes” look at facility maintenance and upgrades.
* Share historical facts and milestones about the facilities.
* Feature a “Day in the Life” video showcasing facility use.

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

* What are you most excited about when it comes to our athletic facilities?
* How do you see the facilities supporting your training goals?
* What questions do you have about accessing the facilities?
* How important is state-of-the-art equipment to your training?
* What role do you think facilities play in athlete recovery?
* How do you envision using the facilities for team bonding?
* What aspects of the facilities are most appealing to you?
* How do you plan to make the most of the facilities at Harvard?

# For August:

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

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

* What makes the Harvard cross country and track & field team unique?
* How do team members support each other on and off the track?
* What role does the coaching staff play in team dynamics?
* How does the team foster a sense of community and belonging?
* What are some team traditions or events that athletes look forward to?
* How do athletes balance individual goals with team success?
* What opportunities are there for leadership and growth within the team?
* How does being part of the team enhance your overall college experience?

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

* Share team highlights and achievements from recent meets.
* Feature athlete spotlights and their journey with the team.
* Post behind-the-scenes content from team practices and events.
* Highlight team bonding activities and traditions.
* Share motivational quotes from coaches and team leaders.
* Post a “Day in the Life” of a Harvard athlete video.
* Feature alumni success stories and their impact on the team.
* Share fan experiences and support at meets.

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

* What excites you most about joining the Harvard team?
* How do you see yourself contributing to the team culture?
* What questions do you have about team dynamics and support?
* How important is team camaraderie to you?
* What are you looking forward to in terms of team traditions?
* How do you envision your role within the Harvard team?
* What aspects of the team are most appealing to you?
* How do you plan to engage with your teammates and coaches?

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

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

# WEEK 2

\*\*Email 1\*\*:

Subject: Discover Life on Campus at Harvard!

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 Harvard, especially when it comes to dorm life. As someone who has experienced the vibrant community and supportive environment firsthand, I can tell you that living in the dorms is truly a unique and enriching part of the Harvard experience.

When I first arrived on campus, I was amazed by the sense of community and camaraderie among students. The residence halls are not just a place to sleep; they are a hub of activity, where lifelong friendships are formed, and unforgettable memories are made. From study groups to social events, there's always something happening that brings everyone together.

I’d love to hear what you’re most excited about when it comes to living on campus. Are there any specific questions you have about dorm life or how it fits into your overall college experience? Feel free to reach out anytime—I’m here to help!

Looking forward to hearing from you soon.

Warm regards,

[Coach's Name]

Head Coach, Cross Country and Track & Field

Harvard University

[Contact Information]

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 Harvard University.