# **Harvard University Cross Country and Track & Field**

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

# **TRS Messages**

In January: We'll explore the \*\*History and Vision for the Program\*\* at Harvard, giving recruits a sense of our proud legacy and ambitious future in cross country and track & field.

In February: The focus will be on \*\*Athletic Facilities\*\* at Harvard, showcasing the state-of-the-art resources available to our athletes.

In March: We'll discuss \*\*Life After College\*\*, emphasizing how being an athlete at Harvard prepares you not just for competitions, but for successful careers and lives beyond college.

In April: The spotlight will be on \*\*Academics\*\*, highlighting Harvard's world-class educational opportunities that complement your athletic development.

# For January: History and Vision for the Program

# Talking Points

* How much do you know about the history of our team, and what does legacy mean to you in sports?
* Can you see yourself being part of a team that’s as focused on building strong future leaders as it is on winning meets?
* What are your long-term goals, both academically and athletically?
* How important is it for you to be a part of a program that invests in your future beyond just your time on the track?
* What does being part of a tradition-rich program like Harvard mean to you?
* How do you envision contributing to our ongoing success and tradition?
* What excites you the most about the possibility of competing under a historic banner like the Crimson?
* How do you see our program aligning with your personal values and goals?

# Social Media Topic Ideas

* A weekly throwback post featuring notable alumni and their accomplishments on and off the track.
* Host an Instagram Live session with current athletes discussing how the team's history inspires them.
* Create a series of TikTok videos featuring our most iconic meets and the stories behind them.
* Highlight our program's vision for the future on YouTube, with input from coaches and former athletes.
* Share inspirational quotes from our program's legends on Twitter, linked to blog posts about our history on the Harvard athletics site.
* Post before-and-after photos of our athletic facilities on Facebook, showing past and future upgrades.
* Conduct a Reddit AMA with our coaching staff discussing the evolution of our program.
* LinkedIn articles by our alumni discussing how the discipline from cross country and track & field helped in their professional achievements.

# Text Messaging Talking Points

* Did you know Harvard athletes have competed in the Olympics? How does that influence your perception of our program?
* What aspects of our team’s history are you most curious about?
* How important is a team’s vision and long-term goals to you when choosing a college?
* Can you see yourself being part of a legacy as rich as Harvard’s Crimson?
* What questions do you have about the evolution of our program over the years?
* Who is your biggest role model in track and field, and why?
* How do you want to be remembered as an athlete?
* What does the term 'student-athlete' mean to you, especially at a place as competitive as Harvard?

# January WEEK 1 Email 1

\*\*Suggested subject line\*\*: Discover Harvard's Legacy in Track & Field

<Prospect Name>,

I hope this message finds you well! I'm excited to start our conversation about Harvard's prestigious track and field program. Did you know our alumni include Olympic athletes and world-record holders? What kind of legacy would you like to build here? Looking forward to hearing your thoughts!

<Coach Info>

# January WEEK 2 Email 2

\*\*Suggested subject line\*\*: Be Part of a Winning Tradition

<Prospect Name>,

Our program's history is filled with inspiring stories. From Ivy League titles to Olympic Games, our athletes have done it all. What inspires you about being part of a program with such a rich history?

<Coach Info>

# January WEEK 2 Parent Letter

<Prospect Name>,

We understand the importance of a supportive and enriching environment for our athletes. At Harvard, we pride ourselves not just on athletic excellence but also on academic and personal development. How can we assist in preparing your child for a successful future, both on and off the track?

<Coach Info>

# January WEEK 3 Letter 1

\*\*Suggested subject line\*\*: Imagine Your Future at Harvard

<Prospect Name>,

Envisioning yourself at Harvard, how do you see your daily life? Our program is designed to nurture not only your athletic prowess but also your academic and personal growth. What aspects of being a Harvard athlete excite you the most?

<Coach Info>

# January WEEK 4 Coach Letter

\*\*Suggested subject line\*\*: A Personal Invitation to Join Harvard Track & Field

<Prospect Name>,

I am personally excited about the possibility of having you join our team. Your talents and aspirations align well with our goals for the future. Let's discuss how you can make your mark at Harvard.

<Coach Info>

# For February: Athletic Facilities

# Talking Points

* Have you had a chance to check out our athletic facilities online?
* What facilities do you consider essential for your training and development?
* How do you feel about training in some of the best facilities in the nation?
* What are your first impressions of Harvard’s athletic resources?
* How important is the quality of training facilities to you when choosing a college?
* Can you describe your ideal training environment?
* How does access to top-tier facilities influence your daily motivation?
* What questions do you have about the facilities you’ll be using at Harvard?

# Social Media Topic Ideas

* Feature a weekly Instagram tour of different training facilities.
* Snapchat stories showcasing a day in the life of a Harvard athlete, focusing on facility use.
* Twitter highlights on recent upgrades to our training facilities.
* Facebook posts linking to virtual tours of our athletic complexes.
* YouTube interviews with athletes discussing how facilities contribute to their success.
* LinkedIn posts about the integration of technology in our training methods.
* Reddit threads inviting questions about our sports facilities.
* TikTok challenges featuring athletes in different training settings.

# Text Messaging Talking Points

* Have you seen our virtual tour of the athletic facilities yet? What stood out to you?
* What kind of equipment do you hope to use in your training sessions here?
* How important is the environment where you train for your athletic development?
* Do you prefer indoor or outdoor training settings, and why?
* What’s your favorite piece of training equipment and why?
* How do you think state-of-the-art facilities affect an athlete’s performance?
* Can you list three features you’d love to see in a training facility?
* What do you expect from your daily training environment in college?

# February WEEK 1 Email 1

\*\*Suggested subject line\*\*: Explore Harvard's World-Class Facilities

<Prospect Name>,

Welcome to another exciting month! This February, we’re showcasing our cutting-edge athletic facilities. From our indoor track to our strength and conditioning complexes, we have everything you need to succeed. What’s your must-have in a training facility?

<Coach Info>

# February WEEK 2 Parent Letter

<Prospect Name>,

Ensuring your child has access to the best resources is crucial. At Harvard, our facilities are designed to support their growth as an athlete and a scholar. How important are training environments in your decision-making process for your child’s education?

<Coach Info>

# February WEEK 2 Email 2

\*\*Suggested subject line\*\*: A Closer Look at Our Training Grounds

<Prospect Name>,

This week, let’s dive deeper into what makes our facilities among the best. Have you thought about how the environment influences your training? Let’s chat about how our facilities can meet your needs.

<Coach Info>

# February WEEK 3 Email 3

\*\*Suggested subject line\*\*: Your Future Training Home

<Prospect Name>,

Imagine walking into a state-of-the-art track facility, equipped with everything you need to excel. How does that setting inspire your training goals?

<Coach Info>

# February WEEK 4 Letter 1

\*\*Suggested subject line\*\*: Join Us and Elevate Your Game

<Prospect Name>,

At Harvard, our facilities aren't just buildings; they are where champions are made. We'd love to see how you could thrive here. What aspects of our facilities excite you the most?

<Coach Info>

# For March: Life After College

# Talking Points

* How do you envision your career after graduating?
* What skills are you hoping to develop during your time at college that will help in your future career?
* How important is alumni networking to you?
* What kind of support do you look for from a college in preparing for life after graduation?
* Do you see yourself working locally, nationally, or internationally?
* How do you think being an athlete at Harvard can impact your professional opportunities?
* What fears do you have about the transition from college athlete to professional life?
* How can we assist in preparing you for the challenges of post-college life?

# Social Media Topic Ideas

* LinkedIn testimonials from alumni about how their sports experience helped their career.
* Instagram stories featuring day-in-the-life posts of recent grads, showing how they apply their college experiences in the workplace.
* Twitter Q&A sessions with alumni discussing their career paths.
* Facebook live interviews with career counselors offering advice to athletes.
* YouTube series on the transition from college athlete to career professional.
* Reddit meetups with alumni to discuss life after college.
* TikTok mini-series on job interview tips from former athletes.
* Snapchat stories highlighting networking events and career fairs at Harvard.

# Text Messaging Talking Points

* What career paths are you considering, and how can Harvard support those goals?
* Have you connected with any of our alumni to discuss their career journeys?
* What’s