



PRE-DRILL CAMP 2026 · LEADERSHIP SEMINARS · DAY 2

Twirler Recruitment

"Go Find Them."

Madison Ramsingh

Twirler Recruitment · All Leaders, Sunday, August 2, 2026

The Hampton University Marching Force
HAMPTON'S HEARTBEAT

Icebreaker

Coach Don Haskins built a national championship team by driving to living rooms nobody else would visit and recruiting the players other programs would not go get. Watch him sit down in front of a kid and make it personal: *"I didn't come here to find a player I could sit on the bench. I intend to start you."*



Glory Road — Haskins Makes the Pitch

youtu.be/JRhjHvIFYT4

WATCH · 1:42



— THE PREMISE

The Marching Force currently fields **three twirlers**. Three, in a band of more than two hundred. That is not a talent problem, it is a recruiting problem. Twirlers are out there right now, training in studios and competing in gyms nearly every weekend of the year. They are simply not going to walk into our band room on their own, because twirlers never come from the band room. If we want more of them, we do what we already do for horn players: we find them, we go to them, and we recruit them.

— TALENT DOES NOT FIND US. WE FIND IT.

Why This Line Is Different

You cannot recruit twirlers the way you recruit trumpets.

- ◆ Instrumentalists come to us through a **school pipeline**—band class, district bands, all-state, and directors who know us and send us players.
- ◆ Twirlers have **no school pipeline**. Most high schools have one feature twirler, or none. There is no twirling class to visit.
- ◆ They train privately, in **studios and clubs**, with their own coaches, on their own competitive circuit that runs all year.
- ◆ So the discipline is identical to instrumentalist recruiting; only the **scouting grounds** change. If we look where we always look, we will keep finding three.

Where the Twirlers Actually Are

Four places worth our gas money.

- ◆ **Private twirling studios and clubs.** This is where nearly every serious twirler trains. Build relationships with the coaches, because the coach decides who hears about us.
- ◆ **The competition circuit.** Regionals, state championships, and nationals put hundreds of twirlers on one floor in one weekend.
- ◆ **High school feature twirlers.** The solo twirler in front of a marching band is already doing our job, in uniform, on Friday nights.
- ◆ **Dance and gymnastics programs.** Athletes with that body control convert quickly when a coach is willing to teach baton.

The Circuits to Scout

Know the organizations, and the calendar comes with them.

- ◆ **NBTA** (National Baton Twirling Association) runs **America's Youth on Parade** at Notre Dame each summer—one of the largest gatherings of twirlers in the country.
- ◆ **USTA** (United States Twirling Association) runs its own regional and national championships.
- ◆ **Twirl Mania** hosts an international championship at the ESPN complex in Orlando each winter.
- ◆ **State championships** run in the spring. Virginia, Maryland, the Carolinas, Georgia, and Florida are all inside a reasonable drive.

Note: confirm each season's dates and locations before we build the travel budget.

Go to Them

The same thing we do for instrumentalists—on a different map.

- ◆ We travel to see horn players. We should **travel to see twirlers**, and we should be visible when we do: Hampton gear, on site, in the stands.
- ◆ Sitting in the audience at a competition tells a twirler and her coach that we came for **her**. Nothing we mail or post does that.
- ◆ Introduce yourself to the **coach and the parents**, not only the athlete. In this world, they are part of the decision.
- ◆ Recruiting is a **relationship, not an announcement**. Showing up in person is how the relationship starts.

What We Are Looking For

Know the standard before you go scouting.

- ◆ **Technique that holds up.** Clean rolls, consistent tosses, and hands that stay quiet under pressure.
- ◆ **Showmanship.** This is an HBCU field. We need performers who can sell a routine to a full stadium, not just execute it for a judge.
- ◆ **Coachability.** Ask the coach how she takes correction. Talent we can build on, attitude we cannot.
- ◆ **Academics.** She has to be admissible and able to carry the load. Ask early so nobody's time gets wasted.

Make the Pitch

Know what we are offering, and say it plainly.

- ◆ **Visibility.** A twirler in the Marching Force performs in front of packed HBCU stadiums, at Homecoming, and on parade routes and broadcasts most twirlers never see.
- ◆ **A real role.** Our line is small, which means she is not buried on a roster. She will be seen from her first season.
- ◆ **Hampton itself.** The academics, the legacy, and a band family that will have her back for four years and long after.
- ◆ Be honest about the **commitment**—camp, rehearsals, and the standard. The right recruit wants to hear it.

Every Twirler Is a Recruiter

Our best scouts already wear the uniform.

- ◆ Our current twirlers know this world—their old studios, their coaches, and the girls coming up behind them. **Start there.**
- ◆ Twirling is a **small, connected community**. One good relationship with a respected coach can send us athletes for years.
- ◆ **Post the film.** Twirlers find programs on social media. Every clean clip of our line performing is a recruiting tool working while we sleep.
- ◆ Send our own twirlers home for breaks with something to hand out and something to say.

Work the Calendar

Recruiting is year-round, not a season.

- ◆ **Fall:** Friday nights. Feature twirlers are performing at high school games all over the region.
- ◆ **Winter and spring:** the championship season. This is when the most talent is in one room at one time.
- ◆ **Summer:** nationals, and our own camp. Invite prospects to come see us work.
- ◆ **Always:** follow up. A name in a notebook that nobody calls is not a recruit.

The Recruiting Playbook

Four moves to grow this line.

1 Scout

Work the studios, the circuits, and the Friday-night feature twirlers. Build a real prospect list.

3 Pitch

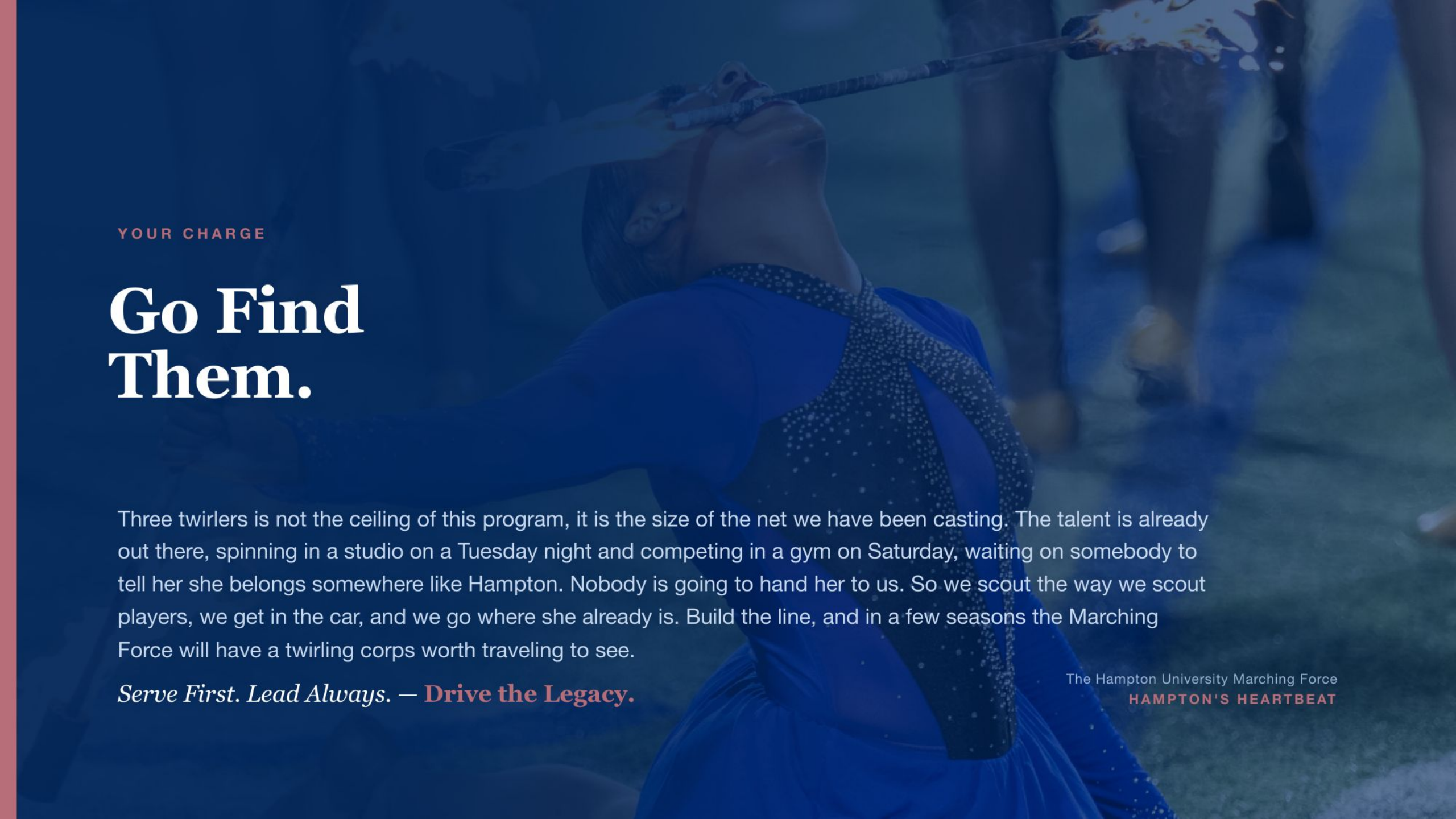
Sell the visibility, a real role in a small line, and Hampton. Be honest about the commitment.

2 Travel

Go see them compete. Be present, be visible, and meet the coach and the family.

4 Follow Up

Stay in contact all year. Recruiting is a relationship, and the follow-up is where it is won.



YOUR CHARGE

Go Find Them.

Three twirlers is not the ceiling of this program, it is the size of the net we have been casting. The talent is already out there, spinning in a studio on a Tuesday night and competing in a gym on Saturday, waiting on somebody to tell her she belongs somewhere like Hampton. Nobody is going to hand her to us. So we scout the way we scout players, we get in the car, and we go where she already is. Build the line, and in a few seasons the Marching Force will have a twirling corps worth traveling to see.

Serve First. Lead Always. — **Drive the Legacy.**

The Hampton University Marching Force
HAMPTON'S HEARTBEAT