

## SAMPLE FALL SUPPORT CAMPAIGN

#	Date	Context/ Audience	Content	Notes/Questions	Data Rcvd?
1	8/10	Intro; All first-year students	<p>Hey there, <i>first name</i>! This is School of Rock checking in. Congrats on your admission and welcome to the Eagles family!</p> <p>We'll text important info to help you prepare for school, and you can text us any Q's. We'll be your personal guide, so save our #! Reply STOP to end messages.</p>	<ol style="list-style-type: none"> <li>1) What is your mascot?</li> <li>2) Do you want students to use our coaching services?</li> </ol>	
2	8/12	Aid disbursement after 12 <sup>th</sup> class day reminder; all students who were awarded aid	<p>Hi, <i>first name</i>! SofR here with a friendly reminder that financial aid is not available until 9/12. You need to pay for some tuition by 8/30 to secure classes. &lt;link to payment page&gt;</p> <p>Did you know you can also sign up for a payment plan? Payment plans help make paying tuition affordable and manageable. Learn more here: &lt;link to info&gt; STOP = End msgs</p>	<ol style="list-style-type: none"> <li>1) What payment plan options do you offer, if any?</li> </ol>	
3	8/12	Tuition due; All enrolled students	<p>It's that time, <i>first name</i>! Tuition is due 8/20. Pay now to secure your classes. &lt;link to pay&gt; Need help? Text us! STOP = End msgs</p>	<ol style="list-style-type: none"> <li>1) What is the minimum a student must pay to secure their classes?</li> </ol>	
4	8/20	First week events; First year students	<p>Get excited, <i>first name</i> - school starts 9/1! We're welcoming you to campus with events. Find your passion at our student org fair on 9/2 @ Bono Plaza, 7 p.m. &lt;link&gt;</p> <p>Then, come eat dinner with us at our New Students Dinner on 9/3! ACDC Hall, 6 p.m. &lt;link&gt; Text w/ Q's. STOP = End msgs</p>		

5	8/31	First day motivation; All enrolled students	Tomorrow's the big day! You've got this, <i>first name</i> , Remember, college may be tough, but you're more than capable of succeeding! Text w/ Q's. STOP = End msgs		
6	9/7	Time management; all enrolled students	Time flies, <i>first name</i> . Your first test will be here before you know it! Prep with good habits. Instead of cramming, try reviewing your notes for an hour every day. You'll learn more!  Schedule your time with a calendar. We like <link to resource>. Spending too much time online? Try this: <insert link to tool>. Q's? Text us! STOP = End msgs		
7	10/9	Study tips; all enrolled students	Ready for midterms, <i>first name</i> ? You will be! 1) Find a non-distracting study spot. We like the Beatles Library. 2) Use our tutoring services <link to tutoring>. 3) Sleep and eat well. All-nighters don't work! 4) Study both with a group and by yourself. 5) Avoid cramming. Start now! Text us w/ Q's. STOP = End msgs		
8	11/1	Clinic services; all enrolled students	Feeling sick from your Halloween candy? We've all been there! Feel better with a trip to the SofR Cares Clinic. It's open 8-5, M-F @ 500 Beach Boys Blvd, <link to appt site>		

9	11/15	Introduce students to local attractions and boost their spirits after mid-terms; all enrolled students	<p>Did you realize that you live in a fun city, <i>first name</i>? Don't miss out on some fun attractions! Check out the Rock N Roll Museum &lt;insert link&gt;</p> <p>Or, venture out and discover the thrill of Elvis Mountain. Both are free and on the bus route. College can be an adventure if you take the time to explore! STOP = End msgs</p>		
10	12/1	Encourage students to practice healthy habits during stressful times and stress that they are not alone in feeling overwhelmed; all enrolled students	<p>Finals are around the corner! Don't let stress get you down. Take time daily to eat well, sleep 7-9 hours, and exercise for free at Dolly Gym.</p> <p>Overwhelmed? It's normal! Try talking to a counselor at the Clinic or going to yoga. &lt;insert link to more info&gt; You've got this, <i>first name</i>! Text w/ Q's. STOP = End msgs</p>		