

Sample Retention Text Campaign

Msg #	Send Date	Context/Audience	Content	Notes/Questions	Data Upload Deadline	Data Rcvd
1	8/10	Topic: Intro Audience: Enrolled students	Hey there, <i>first name</i> ! This is Trellis University. Welcome to a new semester. We'll text you important info to help you prepare for school. Save our number and text us questions. Reply STOP to end messages.	First message of every campaign needs to include the option to opt out We need a point of contact for each message to defer students who have questions our team cannot answer via text	2 full business days prior to send date 8/7	N
2	8/12	Topic: Aid Disbursement Audience: Students who were awarded aid	Hi <i>first name</i> ! TU here with a reminder that financial aid is not available until 9/12. You need to pay for some tuition by 8/30 to secure classes. Did you know you can also sign up for a payment plan? Payment plans help make paying tuition affordable and manageable. More info? (Please reply yes or no) Y: Check out our payment plans here: mytrellis.edu . If you are ready to make a payment, go here: mytrellis.edu . N: Thanks for letting us know. Text us back if you change your mind.		8/9	N
3	8/12	Topic: Tuition Due Audience: Enrolled students with balances	It's that time, <i>first name</i> ! Tuition is due 8/20. Pay now to secure your classes. Need help? Contact the Office of Business Services at 000-000-0000. Do you need the link to pay? (Please reply yes or no) Y: Here it is: mytrellis.edu .		8/9	N

			N: Thanks for letting us know. Text us back if you change your mind.			
4	8/20	Topic: Events Audience: Enrolled students	Get excited, <i>first name</i> ! School starts 8/30! We're welcoming you to campus with events. Find your passion at our student organization fair on 9/2 at Trellis Plaza, 7 PM. Then come eat dinner with us at our Welcome Dinner on 9/3 at ACDC Hall, 9 PM. See you there.			N
5	8/29	Topic: First Day Motivation Audience: 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!			N
6	9/7	Topic: Time Management Audience: 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 review time on your calendar and use reminders to keep you on track.			N
7	9/15	Topic: SAP Policy Audience: Enrolled students	We are halfway through the semester, <i>first name</i> ! Finish strong! Review TU's SAP Policy to make sure you maintain eligibility for financial aid. Can we send you more info? (Please reply yes or no) Y: Go here: mytrellis.edu . Questions? Contact us at 000-000-0000. N: Thanks for letting us know. Text us back if you change your mind.			N
8	10/9	Topic: Study Tips Audience: All enrolled students	Ready for midterms, <i>first name</i> ? You will be! 1) Find a non-distracting study spot. We like the Trellis Library. 2) Use our tutoring services. 3) Sleep and eat well. All-nighters don't work! 4) Study both with a group and by yourself. 5) Avoid cramming. Start now! Need more info? (Please reply yes or no)			N

			<p>Y: Go here to learn more about our tutoring services: mytrellis.edu. Go here for more healthy study habits: https://www.mosaiec.org/healthy-study-habits/</p> <p>N: Thanks for letting us know. Text us back if you change your mind.</p>			
9	11/1	<p>Topic: Wellness</p> <p>Audience: Enrolled students</p>	<p>“Life has many ways of testing a person’s will, either by having nothing happen at all or by having everything happen all at once.” - P. Coelho. Regardless of what’s happening, we’re here to help. Remember to take advantage of our Counseling Services. Self-care and mental health are important, <i>first name!</i></p>			N
10	11/15	<p>Topic: Motivation</p> <p>Audience: Enrolled students</p>	<p>Hi <i>first name!</i> As this busy semester comes to an end, only finals stand between us and a summer break! Before finals arrive and the procrastination sets in, we have some ways to prevent procrastination to help you stay on top of your to-do list. Do you want to learn more? (Please reply yes or no)</p> <p>Y: Go here: collegeinfo geek.com/beat-procrastination-with-pomodoro-technique/</p> <p>N: Thanks for letting us know. Text us back if you change your mind.</p>			N
11	12/1	<p>Topic: Finals</p> <p>Audience: Enrolled students</p>	<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 Trellis Gym. Overwhelmed? It’s normal! Try talking to a counselor at the Clinic or going to yoga. You’ve got this, <i>first name!</i></p>			N
12	12/10	<p>Topic: End of Semester</p> <p>Audience: Enrolled students</p>	<p>Hi <i>first name!</i> You’ve made it to the end of the semester. 🙌 Your TU family hopes you have a great break. See you next semester!</p>			N