



WAYS TO IMPROVE YOUR COLLEGE RECRUITMENT CAMPAIGN

By: Richard Sullivan

Colleges and universities know all too well the challenges of communicating with high school students, alumni or potential donors. Too often, the response is similar to what a parent might receive from a teenager—rolled eyes, prolonged periods of silence, heavy sighs and questions like “why don’t they just leave me alone?”

1 A Multi-Faced Campaign

2 Unique Design

3 Customized Reports

4 One Stop Shop

Like every business, competition is fierce in higher education. Differentiating yourself has never been more important, and a planned approach that includes the following items has yielded great results for other colleges and universities. **You might want to try:**

Provide cohesive “touches” through emails; social media tools and a mix of static and customized printed materials. Instead of pestering, build your campaign on vital information the recipients will need to make a solid decision.



A unique design matters. A design within your brand standards will create a campaign that reflects your values and message. The design will make a difference to alumni who want to be even prouder of their alma mater, the professors who will enhance the school’s academic reputation and the benefactors upon whom tomorrow will be built.



Don’t over look the importance of the creation of customized reports. These reports provide a detailed look at how your program is progressing. You’ll be able to analyze the effectiveness of your messaging, and build upon the success you’ve already achieved.

Doesn’t it make sense to partner with a company that can handle all facets of your campaign? Your partner should be able to take care of the series of emails, the printed materials, the mailing and storage of your product, all while providing you access to real-time customized reports.



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