

Message Campaign Ideas

Want to plan out a program message campaign using your template or schedule texts with your Message calendar? Here are some ideas to get you started! **Remember, these are just ideas. Make sure to make them personal and relevant to your program and institution.**

1. Application Completion Campaign (Admissions / GEAR UP / HS Programs)

Goal: Boost application completion rates.

- Text 1: Reminder to start the application.
- Text 2: Share a quick checklist of materials needed.
- Text 3: Highlight an upcoming deadline.
- Text 4: Offer support (advisor contact, drop-in hours).
- Text 5: Share a motivational message ("You're almost there!").
- Text 6: Deadline day reminder.

2. Financial Aid & FAFSA Completion (Financial Aid Office / GEAR UP)

Goal: Increase FAFSA submissions and on-time financial aid completion.

- Text 1: "FAFSA is open – here's the link to start."
- Text 2: Share top 2-3 documents students need before starting.
- Text 3: Reminder about priority deadline.
- Text 4: Invite them to a FAFSA workshop or office hours.
- Text 5: "Did you know filing early may mean more aid?"
- Text 6: Final reminder before deadline.

3. Orientation & First-Year Experience (Student Success / Advising / Orientation)

Goal: Drive orientation attendance and smooth transition.

- Text 1: "Congrats on enrolling! Sign up for orientation."
- Text 2: Share what students can expect at orientation.
- Text 3: Reminder of their assigned orientation date.
- Text 4: Checklist (photo ID, laptop, schedule).
- Text 5: "Can't wait to see you tomorrow!"
- Text 6: After orientation, link to resources or advising scheduling.

4. Engagement & Belonging (Student Life / Multicultural Center / Career Services)

Goal: Boost student engagement & sense of belonging.

- Text 1: "Looking to get involved? Clubs & orgs fair this week!"
- Text 2: Highlight 1-2 big student orgs/events.
- Text 3: Share a leadership program or campus job.
- Text 4: "Here's where to find the full calendar of events."

5. Academic Success Reminders (Advising / Tutoring / TRIO / GEAR UP)

Goal: Increase use of support services & persistence.

- Text 1: "Need help in classes? Free tutoring available!"
- Text 2: Link to schedule tutoring.

- Text 3: Reminder before midterms.
- Text 4: Motivational boost ("You got this – finish strong!").
- Text 5: Finals prep workshop invite.

6. **Career Readiness Campaign (Career Services / High School College & Career Center)**

Goal: Boost career prep engagement & job readiness.

- Text 1: "Build your future: Have you created a resume yet?"
- Text 2: Invite to a resume workshop.
- Text 3: "Career fair is coming – register today."
- Text 4: Reminder day before career fair.
- Text 5: After fair: "Follow up with employers & update Handshake/LinkedIn."

Registrar's Office Campaigns

7. **Class Registration Deadlines**

- "Registration is open! Log in to [portal link] to select your classes."
- "Tip: Meet with your advisor before registering to stay on track for graduation."
- "Classes are filling fast—don't miss your spot!"
- "Priority registration ends Friday. Register today!"
- "Still need help? Advisors are available here: [link]."

8. **Graduation Application Reminders**

- "Ready to graduate? Submit your graduation application today: [link]."
- "Need help with the process? Here's a step-by-step guide: [link]."
- "Deadline reminder: Submit by March 15 to walk in spring commencement."
- "Congrats, [First Name]! You're on your way to graduation!"

Housing & Residence Life Campaigns

9. **Move-In Details**

- "Move-in day is almost here! Check your assigned time: [link]."
- "Don't forget your student ID and move-in pass!"
- "Packing tip: Leave space heaters & candles at home—they're not allowed."
- "Welcome to campus! Res Life staff will be here to help you unload."

10. **Housing Application Deadlines**

- "Housing applications are open now for Fall—secure your spot: [link]."
- "Submit by May 1 for priority placement."
- "Need a roommate? Use our matching tool: [link]."
- "Deadline tomorrow! Don't miss out on on-campus housing."

Wellness / Counseling Center Campaigns

11. **Stress Relief Events**

- "Feeling stressed? Join us for free yoga in the quad at 6 PM tonight."
- "Pet therapy dogs will be on campus this Thursday—come de-stress!"
- "Self-care matters. Drop by our Mindfulness Workshop this week."
- "Finals can be tough. Remember, you've got this!"

12. Mental Health Resources

- "You're not alone. Free counseling sessions are available: [link]."
- "Need someone to talk to? Call our 24/7 support line: [number]."
- "Group therapy sessions for stress & anxiety start next week. Sign up: [link]."
- "Taking care of your mental health = taking care of your success."

Library / Learning Commons Campaigns

13. Finals Study Hours

- "Library open 24/7 during finals week! Bring your ID for entry."
- "Free coffee & snacks in the study lounge this week!"
- "Reserve a group study room now: [link]."
- "Good luck on finals! We're here to support you."

14. Workshops & Research Support

- "Need help with citations? Workshop tomorrow at 2 PM."
- "Research paper due? Schedule a session with a librarian: [link]."
- "New tech tools workshop: Learn to use Zotero & RefWorks."
- "Stay ahead—explore our digital library resources anytime: [link]."

Athletics / Recreation Campaigns

15. Intramural Deadlines

- "Sign up for intramural basketball now—teams forming this week!"
- "Registration closes Friday at 5 PM. Don't miss out!"
- "Game schedules will be posted Monday."
- "See you on the court—bring your A-game!"

16. Wellness Challenges

- "Join our 10,000 steps-a-day challenge! Track your progress with [app]."
- "Complete 5 workouts this month to earn a free Rec t-shirt."
- "Check in at the Rec Center 3 times this week = raffle entry!"
- "Stay active, stay healthy, stay strong!"

Alumni Office Campaigns (For Graduating Seniors)

17. Countdown to Graduation

- "90 days until graduation! Have you ordered your cap & gown? [link]"
- "Senior photos this week in the student center."
- "Grad Fair on April 10—pick up regalia, announcements, and more."
- "Commencement tickets available now: [link]."
- "Congrats! Share your senior story on Instagram with #ClassOf2025."

18. Alumni Events

- "Stay connected after graduation! Join the Alumni Association here: [link]."
- "First alumni networking mixer: June 15. RSVP now."
- "Find fellow grads in your city with our alumni directory: [link]."
- "Welcome to the [Mascot] alumni family—you're always part of our community."