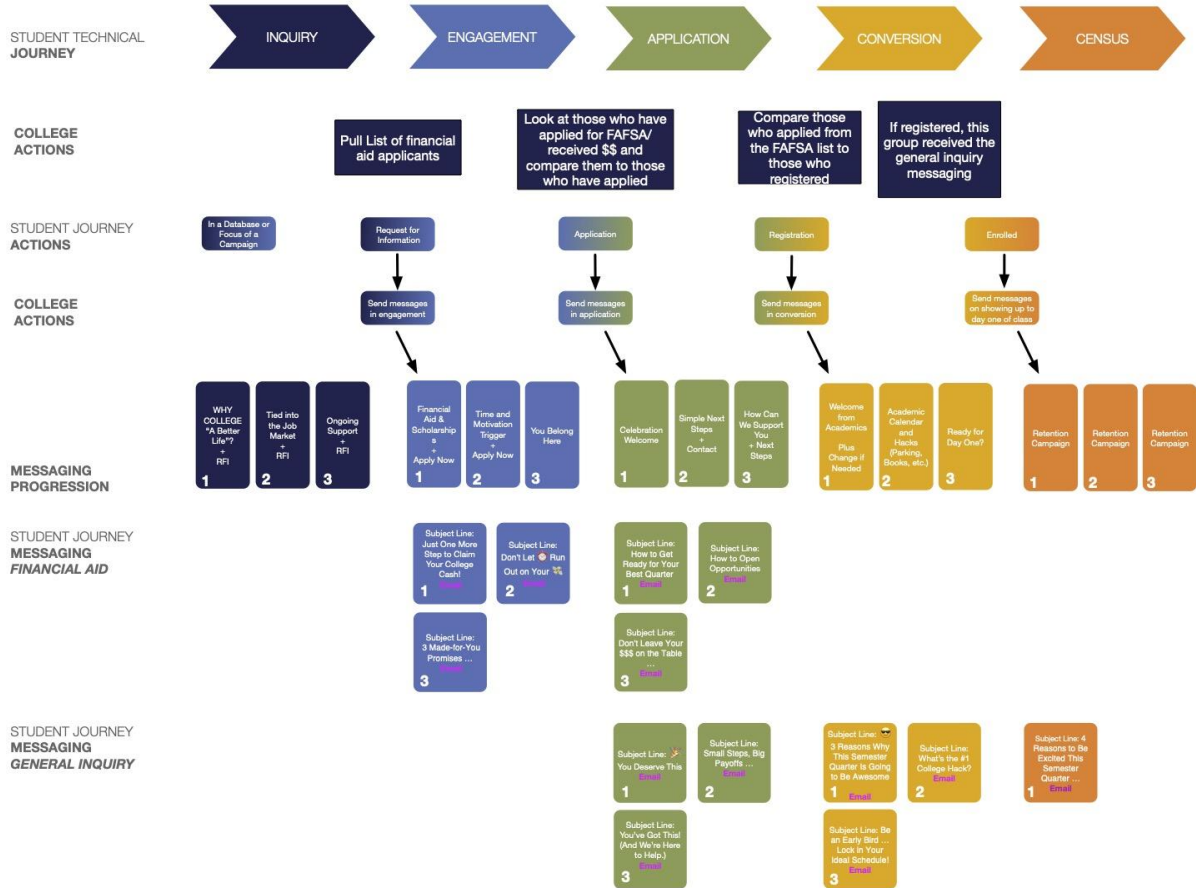


CRM Messaging – Financial Aid Applicants

WASHINGTON COMMUNITY AND TECHNICAL COLLEGES



Student Enrollment Journey



Interest/Awareness

N/A

Unsure/Consideration

1. Financial Aid and Scholarship + Apply Now

SUBJECT LINE: Just one more step to claim your college cash!

[Image: a smiling student catching dollar bills falling through the air]

"I stopped procrastinating and saw that I actually could find all the funding I needed for college."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

[NAME], you made a smart decision and applied for financial aid.

But to claim your college cash, you need to finish applying to [COLLEGE NAME]!

If you want to make your financial aid dollars go farther, [COLLEGE ACRONYM] is the right choice. Whether you want to launch your career right away or save thousands while you build up credits to transfer to a university, you have options for a flexible, supportive education built for you.

Put your financial aid to good use. If you're looking for small class sizes where you can shine, professors who genuinely care about you, and a support network that can't be beaten, take your next step and apply to [COLLEGE NAME] today.

Your College Cash Is Waiting
Apply today! [LINK]

[College Logo]
[College Tagline]

2. Time and Motivation Trigger + Apply Now

SUBJECT LINE: Don't let 🕒 run out on your 🎓

[Image: A student chasing after money that's flying away]

Don't Make the #1 College Mistake

[NAME], you made the smart choice to apply for financial aid.

Your college cash will go farther at [COLLEGE NAME], where you can kick-start a career right away or save thousands while building credits to transfer to a university. Small class sizes mean you'll get plenty of one-on-one attention from instructors and connect easily with friends, and our beautiful campus means you'll always have great places to study.

But avoid this mistake: If you don't apply to college, you can't get your financial aid!

We want to make sure you get your cash for college. Run into a snag on the application? Need help with your transcripts? Need help with *anything*? We've got your back on email, chatbot, phone, or in-person — just reach out [LINK].

Don't Lose Your 💰
Apply to [COLLEGE NAME] today! [LINK]

[College Logo]
[College Tagline]

3. You Belong Here

SUBJECT LINE: The 3 made-for-you promises...

[Image: A diverse group of students smiling as they study together]

"[NAME OF COLLEGE] was conveniently located, affordable, and offered a flexible schedule to fit my work and life needs."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

If you could create your own college, what would you want?

Would it be the chance to finally have things your way? A community that welcomes you for who you are? A team of friends, mentors and teachers cheering for you every step of the way?

Good news: All of these things are already waiting for you at [COLLEGE ACRONYM]:

1. You'll find a support team dedicated to your success, from engaged academic counselors to caring professors.
2. With small class sizes, it's easy to make friends and receive one-on-one attention.
3. Best of all, you get to call the shots, with classes offered night and day, on campus and online, on your time.

Your Financial Aid is Already Waiting...
Make it official—apply today! [\[LINK\]](#)

[College Logo]
[College Tagline]

Action/Conversion

1. Celebration and Welcome

SUBJECT LINE: How to get ready for your best quarter

[Image: A group of students laughing and having fun on campus]

You're On Your Way

[NAME] you did it—you're officially a [MASCOT NAME]!

You're about to boost your skills, your confidence... and your earning power. Because college grads make more over their lifetimes than those without a degree!*

Are you READY for your quarter?

- Any questions about financial aid? We can help. [LINK]
- Need help with orientation, an assessment, or something else? Make an appointment with an advisor [LINK], and we'll get you set for classes ASAP!
- Are you 100% prepared? Double-check your ctLink student portal [LINK] and see if you have any next steps.

You've Got This, [MASCOT NAME]!

Check your ctLink student portal today! [LINK]

[College Logo]

[College Tagline]

2. Simple Next Steps + Contact

SUBJECT LINE: How to open opportunities

[Image: A happy college grad throwing their cap in the air]

"Having a college degree can open so many more doors than just a high school diploma."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

More choices, better careers, and increased life satisfaction.

With a college degree, you'll be able to take the future into your own hands. You've already made the smart choice to apply for financial aid. So, are you ready to use your college cash to fuel your future?

Make this quarter your fresh start.

- Get ready to learn new things – and if you want help choosing your classes, an academic advisor can show you how to map out a successful college career [LINK].
- Run into a registration snag? No sweat. Visit, call, email, or even text, and we can help [LINK].
- Have an orientation question? Need an assessment? Need anything at all? We're here for you [LINK].

Make Sure You're READY!

Check your ctLink student portal today [LINK]

[College Logo]

[College Tagline]

3. How Can We Support You + Next Steps

SUBJECT LINE: Don't leave your \$\$\$ on the table...

[Image: Money wadded up in the trash]

"What gave me a boost was how willing the staff at my college were in helping me succeed and figure out my classes."

[Note: colleges can keep the headline as is or swap it out for a college-specific student testimonial. Instead of the recommended image above, they can use the student's headshot.]

A great opportunity is waiting for you!

[NAME], you've already done the hard part. You applied for financial aid and got into college, where you'll boost your skills, increase your earning potential, and do more than you ever thought was possible.

So don't forget to take care of your to-dos so you can register for classes—otherwise, you won't get your hard-earned financial aid! If you're not sure what courses to choose or you hit a snag, don't panic—reach out to an academic advisor, and we'll get you all set ASAP [LINK].

Secure Your College Cash

Check your ctLink portal [LINK] for to-dos today! [Replace with college-specific language.]

[College Logo]

[College Tagline]

Committing/Enroll

N/A

Show Up/Attend

N/A