

# 15 Texting Templates to Improve Yield & Reduce Melt

# Why should you use SMS templates?



SMS templates are text messages that you write ahead of time. Texting templates:

- > Allow you to use proven best practices
  - > Ensure quality communication
  - > Increase efficiency while communicating with students
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## What will you get out of this guide?

Get a better response from your SMS texting. These templates will help with:

- > Increasing event attendance
- > Reducing summer melt
- > Creating closer advisor-student relationships
- > Important registration, housing, and event notifications
- > Improving student retention

# Why should you use SMS templates?



## Considerations when using SMS templates

- > **Flexible character limits**

Some platforms restrict you to 160 characters, which can make it very difficult to communicate effectively. We provided templates that have proven to be highly effective. Some happen to be over 160 characters, so feel free to modify to fit your platform's requirements.
- > **Use of emojis and MMS**

The use of emojis and multimedia messages allow you to communicate with personality.
- > **Merge fields**

The variable fields provided in these templates are for example only. Be sure to update them accordingly for your use.

## Let's get started.

If you're already using Cadence but you're not sure how to use these templates, feel free to reach out to your Client Success Lead or our support team at [support@mongooseresearch.com](mailto:support@mongooseresearch.com).

# Texting Templates

## PREPARING FOR COLLEGE FOR PARENTS

<FIRST NAME>, we are so excited that your family is considering <School Name>. As you and your student prepare to make your family's college decision, can I help answer any questions or assist with any challenges?

## GAUGE INTEREST

<FIRST NAME>, thank you for you applying to <School Name> and working with me through your college decision. Is <School Name> still in the running to be your college of choice? 👍👎

## OPEN HOUSE CONFIRMATION

Hi <FIRST NAME>! It's <School Name> Admissions. We're excited to see you today for Open House. You can text or call this number if you have any questions during the event. Need WiFi? Our network is: <Network Name>, password: <Password>.

## FINANCIAL AID INQUIRY FOR PARENTS

<FIRST NAME>, we've mailed out our financial aid decision. We know that paying for college is incredibly important for parents and guardians. Can I help with any questions or challenges?

## Texting Templates Continued...

### FINAL QUESTIONS

<FIRST NAME>, as we approach the deposit deadline, can I answer any final questions or help with anything on my end?

### DEPOSIT REMINDER

Hey <FIRST NAME>! Tomorrow, <Date>, is the deadline to submit your enrollment deposit. You can visit our website to make a payment. Do you have any questions? -<STAFF FIRST NAME>

### SOFT DEPOSIT REMINDER

<FIRST NAME>, we are so excited that you applied to <School Name or Nickname>. To secure your attendance for <Term>, please give me a call at <Number>. I'll walk you through the deposit process.

### ACCEPTED STUDENTS DAY FOLLOW-UP

Hi <FIRST NAME>! It's <School Name> Admissions. Thank you for visiting our campus! We want to create the best events possible. Can you respond with a GIF or emoji to tell us how today went for you?

## Texting Templates Continued...

### CONGRATULATIONS ON ACCEPTANCE

Hi <FIRST NAME>! It's <School Name> Admissions Counselor, <STAFF FIRST NAME>. Congrats again on your acceptance. Feel free to text or call if you have any questions. We look forward to seeing you in the fall!

### WELCOME MESSAGE

<FIRST NAME>, now that you're officially a <Mascot/Nickname>, we want to help you prepare for your first official visit as a student. Were there any activities you wanted to do on campus or in <College Town>?

### ORIENTATION REMINDER

<FIRST NAME>, we're so excited to see you and your family at orientation. This is just a reminder that orientation is <Date> and begins with registration at <Location> at <Time>. Can I help with any recommendations for lodging, directions, or things to do on or around campus?

### ORIENTATION CONFIRMATION

<FIRST NAME>, we wanted to confirm your orientation registration. Are you still able to join us on <Orientation Date>? Also, here's a link with some helpful hints for maximizing your <School Name> experience while you're here.

## Texting Templates Continued...

### ORIENTATION FOLLOW-UP

<FIRST NAME>, we hope you enjoyed your orientation experience. We're always looking to improve. Please take a moment to fill out the brief survey in your email!

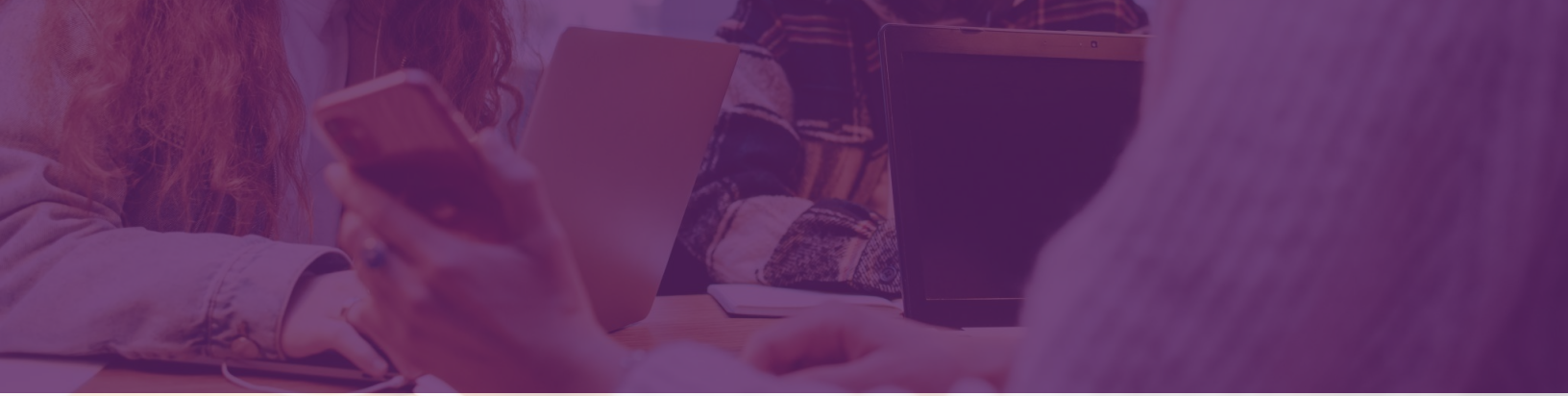
### THANK YOU AND GOOD LUCK

<FIRST NAME>, thank you for working with us this past <Year/Semester>. We are thrilled that you joined <School Name>. Congratulations and good luck on all that's in store!

### INTRODUCTION TO ADVISOR

<FIRST NAME>, it has been a joy to work with you as you made your college decision! We're thrilled you're enrolling at <School Name>! As you prepare for your first semester, your advisor will be a valuable resource and your main contact moving forward. I wish you all the best!





Mongoose is dedicated to being a bridge for higher education between schools and constituents. With a focus on conversational engagement software, Mongoose takes great pride in offering both the knowledge and the tools to help higher ed grow and retain a long-lasting collegiate community.

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Both **Cadence**, our premier texting platform, and **Harmony**, our intelligent virtual assistant, exist to create successful outcomes for students and staff alike.

Learn more: [MongooseResearch.com](https://MongooseResearch.com) 

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