

## Developing a Successful Appointment Campaign

---

**Campaign Name:** (A succinct name to help others understand your campaign - not necessarily what you named it for students)

**Campaign Type:** (GPA-related outreach, registration/degree completion outreach, case-management outreach, retention, etc.)

**Campaign goals:** (Explain your campaign rationale. Who are you hoping to reach and why? What outcomes/benefits/impact will this campaign have for you and/or your students? What are you hoping students will know/do as a result of this campaign?)

**Strategies:** (What are the interactions you will have with these students? What interventions/resources will you be providing to this group? What will you have them do as part of the campaign?) Outline in detail below.

**Who is ultimately responsible for the execution of the appointment campaign:** (Who is the individual or individuals who will provide leadership on the execution of the appointment campaign?)

**Strategy 1:** \_\_\_\_\_

<p>Purpose(s):</p>   <p>Timeline:</p>   <p>Measurement(s):</p>
--

Strategy 2: \_\_\_\_\_

<p>Purpose(s):</p>  <p>Timeline:</p>  <p>Measurement(s):</p>
--

Strategy 3: \_\_\_\_\_

<p>Purpose(s):</p>  <p>Timeline:</p>  <p>Measurement(s):</p>
--

Strategy 4: \_\_\_\_\_

<p>Purpose(s):</p>  <p>Timeline:</p>  <p>Measurement(s):</p>
--

**Campaign Impact:** (What outcomes/benefits/impact did this campaign have for you and/or your students? Feel free to include assessment results or qualitative/narrative information)

## Appointment Campaign Communication Outline

### Outreach Email: Initial Email

Date being sent:

Subject:

Body:

## Outreach Email: Reminder 1

Date being sent:

Subject:

Body:

## Outreach Email: Reminder 2

<p><u>Date being sent:</u></p> <p><u>Subject:</u></p> <p><u>Body:</u></p>
---

## Outreach Email: Reminder 3

<p><u>Date being sent:</u></p> <p><u>Subject:</u></p> <p><u>Body:</u></p>
---