3 texts to send your prospective students
Meet your students where they are
The benefits of texting students are well-established: 98% of mobile phone owners read every text they receive, and 90% read them within just three minutes. Texting also elicits 4 times the response rate compared to any other communication method.

Texting is the primary way your students communicate, but many colleges and universities are still using less effective channels to interact with them.

Having direct conversations with students through texting allows you to establish rapport and build trust — which is key to helping them overcome barriers to enrollment.

Applying and enrolling for college can be very stressful, and many students need some guidance along the way. Unfortunately, not everyone has a support network in place, and students often struggle to understand all of the steps they need to take on their own.

Texting your students puts the support network they need right in their pockets. It gives you an effective way to deliver critical information at the exact moment they need it — so they can navigate each step of the journey.

Mainstay makes it easy to proactively text prospective students about a range of topics and respond instantly with timely, relevant answers when they need help. Our Student Engagement Platform helps you support their success at scale with thousands of text scripts and personalized responses in your customized knowledge base.

Let’s take a look at 3 scripts you can use to start connecting with your students through text messaging.
There’s nothing worse than writer’s block — especially when it comes to college essays. Your students may be putting immense pressure on themselves to showcase their personality, background, individuality, and skills in their essays. Many of them just don’t know where to start. With the right tips and guidance, you can give your students the tools and confidence they need to write essays that are insightful, personal, and impactful.
Your essay is your chance to set yourself apart from other applicants. Sharing a personal reflection on something significant in your life helps us get a real glimpse into who you are!

Want a few tips to make your essay more impactful?

What would you like to learn more about?
[1]: What should I write about?
[2]: How can I get started?
[3]: Is there anything I should NOT write about?
[4]: I have a first draft, what now?
[5]: JK, I don't want to learn more

Your essay should focus on something meaningful — but really we just want to know more about YOU, so write about an impactful experience and tell us what you learned from it.

Want to learn more about college essays?
Today’s college students are more diverse than any other time in history. They come from a wide variety of backgrounds and have unique perspectives on what they want from their higher education experience.

It’s important to understand what motivates your prospective students, and what turns them off. Texting can provide a window into their interests, academic plans, and any hurdles that may get in the way of their success. Asking the right questions via text can also open the door to deeper student engagement — before your students even step foot on campus.
I'd love to ask you a few questions so I can help with your application process. You can skip any questions you'd like.

What best describes your plans for applying to Mainstay University?
[1]: I’m definitely planning to apply
[2]: I’m not planning to apply
[3]: I’m not sure about applying yet
[4]: I’d prefer not to say

I’m definitely planning to apply

That’s awesome! What are you looking forward to most about starting college?
[1] Academics
[2] Connecting with other students
[4] Extracurricular activities
[5] Something else

Connecting with other students

There are SO many opportunities to build lasting friendships at our school! Check out this video for some tips: https://youtu.be/COhLb-NyZKo

In the meantime, would you like to chat with a current student about MU?

Yes
Financial aid can be one of the most stressful and time-consuming parts of the college enrollment process. Students who receive text messages guiding them through key tasks with clear and timely information are more likely to complete financial aid forms, and less likely to require FAFSA verification — both big wins!

To make your text communications even more impactful, Mainstay offers short videos you can text directly to students to help them make paying for college more manageable. This collection of videos covers a range of topics like completing the FAFSA, saving money on textbooks, using free campus resources, and finding the best scholarship options.
I heard you need a hand with your financial aid. What do you need help with?

[1]: Getting started
[2]: Understanding loans
[3]: Understanding my award letter
[4]: Never mind, I'm all set

Getting started

Cool! Your first step is submitting your FAFSA at studentaid.gov/fafsa-app. Some funds are limited, so submit it as soon as you can. I know a lot about FAFSA, so text me if you have any other questions.

Do you need some info about student loans?

Yes

Sure! Which types of loans would you like to learn more about?

[1]: Perkins
[2]: Subsidized vs. unsubsidized
[3]: Federal vs. private loans
[4]: Other funding sources

Subsidized vs. unsubsidized

Here's a quick video that explains the different types of student loans: https://youtu.be/ZHLLG4duRL8
Learn more about texting prospective students

If you aren't using text messaging to connect with students, you're missing out on a huge opportunity to build meaningful relationships that can spark long-term student success.

Take a tour of Mainstay’s Student Engagement Platform to see how you can start engaging your prospective students with texting, today.