

**Enhance connections with students, staff, alumni and supporters**

Contrary to popular belief, digital advertising may not be the only way to get the message out. As digital marketing has exploded, so too have the barriers to reaching audiences.

Ad blockers have greatly increased in use, email spammers continue to instill consumer distrust, click farms and bots result in artificially inflated ad prices, and a rising number of Facebook users are taking a break from social media or deleting their accounts all together.

So, while email inboxes are overflowing in this overloaded world of digital advertising, physical mailboxes are about a third less full than 10 years ago. That presents a golden opportunity to stand out with direct marketing. Even digital giants like Google and Wayfair are investing in direct mail.

Higher education, like many sectors, will continue to face financial challenges due to the COVID-19 crisis. Donor support will be more important than ever to fill unplanned funding gaps and help meet current and future financial needs. Likewise, communication to students and staff will be critical in establishing a safe environment moving forward.

As the premier provider of PSMailers pressure seal equipment and self-mailer documents, Wilmer provides a wide variety of print solutions perfect for universities and colleges to reach their audiences efficiently and effectively.

**Here are the top six ways PSMailers can help institutions achieve smarter outreach:**

**6 WAYS TO ACHIEVE SMARTER OUTREACH**

**1 Provide Health & Safety Tips**

For universities and colleges developing a comprehensive plan to resume on-campus activities, safety assurances for students and staff will be absolutely crucial. Mailers outlining the institution's safety measures and personal health tips can go a long way towards helping inform and reassure all members of the school community that they are in a safe environment.



The PSM10K folder/sealer system with extended conveyor is designed to handle large-volume mailings, processing up to 10,000 sheets per hour.

**Wilmer's full line of pressure seal machines and documents make them ideal for use in education.**

**2 Enhance development & advancement efforts**

In this new era of social distancing, higher ed institutions are turning to remote fundraising and recruitment strategies and tactics to meet their goals. With limited face-to-face and traditional outreach opportunities in these COVID-19 times, targeted direct mail is becoming a key component of these efforts. Universities hosting an online auction fundraiser can send mailers leading up to the event to showcase auction items, provide bidding instructions, and boost participation. They can also use self-mailers as a thank-you follow up to donors.

**74%** of donors/members appreciate some form of personal "thank you" for their gift or membership.  
-marketinggeneral.com

71% of respondents rely on information from the organization to which they donated, indicating that improving communication strategies for donors may serve to increase donor confidence.  
-Bank Of America

**3 Create marketing-mix synergy**

Today's most effective marketing efforts employ a coordinated mix of channels. For example, development departments and Greek chapters in universities around the country are integrating direct mail along with social media and email marketing in their campaigns to raise funds, recruit members, and promote events in a cohesive, synergistic way. By creating multiple touch points, their success rate for audience participation and response increases greatly.



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## 4 Communicate critical campus information

Student support services are a big part of campus life. To ensure students and staff have the information they need to take full advantage of all that is available to them, a printed guide to hours of operation for offices, libraries, rec centers, food court and cafeterias, and bus schedules, just to name a few, can be invaluable to maximizing their experience.



## 5 Boost school spirit with bookstore promotions

They might not want to admit it, but students love getting physical mail. They also love spirit wear...and anything that saves them money! PSMailers are a great way to combine all three to help promote bookstore sales and promotions with printed coupons and coupon scan codes.



Perfect for smaller private institutions, the PSM3000 processes up to 3,000 documents an hour making any printing and mailing job quick and easy.

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# 95%

of Millennials want to be actively courted by any organization wanting their devotion. They also say that coupons and discounts have the most influence on them. -Accenture

## 6 Engage in community outreach

Fraternities and sororities have made community outreach the cornerstone of their service work. The Greek system is the largest network of volunteers in the US, with members donating over 10 million hours of volunteer service each year, according to The Fraternity Advisor. Direct mail is a targeted way for chapters to connect with local charitable organizations to develop strong partnerships.



Effective communication starts with an eye-catching design. PSMailers makes it quick and easy to implement any mailing.

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