



boost enrollment

8 best practices for your postcard mailers

FRONT



1

Why are you sending the postcard? Is there an open house? Is there a special event? Deadline for enrollment?

2

Have a clear enticing Call to Action (CTA). This CTA uses Cialdini's principle of scarcity.

3

Include key information about the event - time, date, place. Don't give too many details.

4

A clean simple design for the front works great. Focus on a large bright image that reflects your school in ethnicity, age, dress, etc. Work with your designer to choose an image that best reflects your school.

Are you thinking what we're thinking? Think Pixa for all things strategy & design!



who wants extra credit?

Bonus! There's nothing like a giveaway to get people interested! Enter to Win! Free Chromebook with Enrollment! This follows Cialdini's principle of Reciprocity!

OPEN HOUSE!

Saturday, March 25 | 10am-2pm



Columbus Middle School
2200 N. Main Street
City, ST 85555

NONPROFIT ORG
US POSTAGE
PAID
PHOENIX AZ
PERMIT NO 530

Watch your child soar at
Columbus Middle School

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ENTER TO WIN!

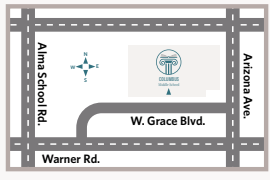
Bring this postcard to the Open House and be entered in a raffle to win a variety of prizes, including 2 kids bicycles!



CALL NOW TO RESERVE YOUR SEAT!

555.555.5555

or email info@columbusms.com



Serving Grades 5-8

Columbus Middle School
Phone: 555.555.5555
ColumbusMS.com

BACK



Use a headline that speaks to your audience-concerned parent. No more than 5 one-line bullet points highlighting the benefits of your school. You will give them the details when you speak to them!



Include a map with the address and phone number to make it easy to find.

Clearly state who you serve - Grades 5-8.



Repeat your Call to Action. What do you want your audience to do when they receive your postcard? **CALL YOU!**



Follow USPS guidelines to make sure your mailer will reach it's destination. Leave this area blank for addressing and include a postage indicia.