

How Towson Athletics gets 30+ signups per campaign with Text

Overview

Towson University, a Division I school in Maryland, is known for competitive athletics and strong school pride. To rally students to games, the Athletics Marketing team adopted Mongoose Text in fall 2023 and now uses it for all athletics outreach to students.

INSTITUTION	Public university, NCAA Division I
LOCATION	Towson, MD
DEPARTMENT	Athletics marketing
PARTNER SINCE	Fall 2023
CHANNEL	Text

The challenge

Email and posters weren't getting attention. "Even when we were students here, we didn't know when games were happening. We'd walk past the same sign every day and never look at it," the team said.

- Posters and email ignored
- A growing slate of events
- A Gen Z audience that lives on mobile

Why Mongoose

Towson texts the right message at the right time, before students open email or walk past a poster. Campaigns promote senior days, giveaways, and student buses to the CAA tournament, often with a graphic showing what's happening and why it matters.

30+ student signups per campaign.

“It’s all about reducing friction. If we can get the message to them instantly, with a clear visual, we know they’re more likely to see it and show up.”

TOWSON ATHLETICS MARKETING TEAM

Faster outreach, louder crowds

Texting lets Towson push last-minute updates, which matters most in playoff and tournament season, when plans come together fast.

“When our basketball team went to the CAA tournament, we were able to send a single text with all the info about student buses, how to watch, and where to be. It made it much faster to get information out compared to our CAA emails.”

TOWSON ATHLETICS MARKETING TEAM

01

Higher awareness, lower lift

Email promotions needed formatting, approvals, and long lead times. “We can build and send something ourselves in a few minutes instead of waiting on email templates or design,” the team said.

02

Students who feel seen

“One of our lacrosse seniors saw himself in a graphic we texted out and thought it was the coolest thing. He’s a chill guy, so when he said that, we knew it mattered.”

03

Clearer details

Student interns report that texts make it clearer when and where events are happening, something email didn’t always do.

04

Replies, even to announcements

Most outreach is one-way, but students still reply with jokes and excitement, a clear sign they’re paying attention.

WHAT MADE THE DIFFERENCE

→ **Direct delivery.** Texts reach students where they pay attention.

→ **Graphics.** Visual texts that grab attention.

→ **Speed.** Last-minute updates with no long routing.

→ **Self-serve.** The team builds and sends on its own.

“

LOOKING AHEAD

Towson sees room to lean further into personality, visuals, and maybe mascot-driven messages, while keeping the focus on making it easy for students to show up and cheer.

“Posters get ignored. Emails get deleted. But a text goes right to their phone, and that makes all the difference.”

Towson Athletics Marketing Team

Want to see what Text could do for your athletics or student life team?

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