

15 Texting Templates for Admissions

Nudges & Applications • Financial Aid • Campus Visits/Events • New Student

Why should you use SMS templates?

Crafting a message on-the-spot is time-consuming and less efficient. SMS templates allow you to plan and write your text messages ahead of time.

Texting templates also:

- > Promote using proven best practices
- > Ensure clear, engaging communication
- > Increase efficiency while communicating with students

What will you get out of this guide?

The ability to achieve a better response from your SMS texting.

These templates will help with:

- > Getting a better response from texting
- > Nudges
- > Admissions and events reminders
- > Financial aid notifications
- > Student welcome information
- > Campus visit information
- > Tracking down missing documents

Considerations when using SMS templates

Flexible character limits

Some platforms restrict you to 160 characters, which can make it very difficult to communicate effectively. We provided templates that have proven to be highly effective. Some happen to be over 160 characters, so feel free to modify to fit your platform's requirements.

Use of emojis and MMS

When appropriate, you can add personality to your messages with emojis and multimedia messages.

Long codes vs. short codes

While your current platform might utilize short codes, experience shows that people are more apt to respond to and engage with an actual phone number (long code). Save short codes for emergency texts.

Merge fields

The variable fields provided in these templates are for example only. Be sure to update them accordingly for your use.

If you're already using Cadence but you're not sure how to use these templates, feel free to reach out to your Client Success Lead or our support team at: support@mongooseresearch.com.

Let's get started.

Not a current Cadence user? Explore the benefits and features of using Cadence for texting at:

- > HelloMongoose.com/Cadence-Text

Loved By:



PennState



Nudges & Applications

Application Reminder

Hi <FIRST NAME>! This is <STAFF FIRST NAME> from (Mongoose U). I wanted to check in with you since the deadline to submit your app is coming up very soon! Do you need any additional information before making your final decision? Are you still considering (Mongoose U)? Thanks!

Push To Apply

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, your admissions counselor at (Mongoose U). We're accepting applications for (Term). Please feel free to text me here or my colleagues at (Group Inbox Number) if you have any questions! Reply "STOP" to no longer receive these communications.

Initial Inquiry

Hi <FIRST NAME>, thank you for reaching out to (Mongoose U)! I'm <STAFF FIRST NAME>, your admissions counselor. I look forward to working with you. Please text me or my colleagues at (Group Inbox Number) if you have any questions. Reply "STOP" to no longer receive these communications.

Soft Check-In

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, your admissions counselor at (Mongoose U)! I wanted to follow up. Do you have any questions for me?

Smart Messages

Save staff time with Smart Messages in Cadence. Cadence will interpret incoming texts and respond automatically if the student's intent is known with a high degree of certainty, while also notifying staff when a human needs to intervene.

Gauge Interest

Hi <FIRST NAME>, it's <STAFF FIRST NAME>, your admissions counselor at (Mongoose U)! I was checking in to see if you're still considering our school. Could you respond with the emoji that best describes your interest?

- 👍 - Interested
- 👎 - Not interested
- 😐 - Still undecided

* Fields located within (parenthesis) indicate location for customization.



"I have absolutely loved the efficiency that Cadence has brought to our team when it comes to texting! We are able to track texting easier and messages integrate into the Slate timeline so other staff can see the conversations if they get an inbound call and I am not here. It helps us know what conversations are happening and when. Being able to send mass personalized messages has also been a HUGE time saver. We have also been able to build strong relationships with our prospective students and meet them where they are....on their cell phones!"

Associate Director of Admissions, University of Mary Washington

Financial Aid & Deposits

Financial Aid Missing Information

<FIRST NAME>, congratulations again on your admission to **(Mongoose U)**! We are missing **(Document Name(s))** and cannot complete your financial aid package without it. Can I help with any questions or challenges?

Scholarship Notification

Hi <FIRST NAME>, Congratulations, you may qualify for the **(Mongoose U) (Scholarship Name)**! Would you be interested in more information? Reply "STOP" to no longer receive these communications.

Deposit Push

<FIRST NAME>, we are so excited that you applied to **(Mongoose U)**! To secure your attendance for **(Term)**, please give me a call at **(Number)**. I'll walk you through the deposit process.

Deposit Reminder

Hey <FIRST NAME>! Tomorrow, **(Date)** is the deadline to submit your enrollment deposit. You can visit our website to make a payment. Do you have any questions? <STAFF FIRST NAME>

Campus Visits & Events

Visit Inquiries

Hi <FIRST NAME> this is <STAFF FIRST NAME> from **(Mongoose U)** Admissions. We are hosting a campus tour for interested students on **(Date/ Time)**. Are you and your family interested in attending? Reply "STOP" to no longer receive these communications.

Event/Open House Reminder

Hi <FIRST NAME>! It's **(Mongoose U)** Admissions. We're excited to see you today for Open House. You can text or call this number if you have any questions during the event 😊. Need WiFi? Our network is: **(Network Name)**, password: **(Password)**. would work best for you?

Campus Tour Nudge

Hi <FIRST NAME> this is <STAFF FIRST NAME> from **(Mongoose U)**. Thank you for your interest in our **(Program Name)**. Classes will be here before you know it! Let's schedule a campus visit and get your questions answered. What day would work best for you?

* Fields located within **(parenthesis)** indicate location for customization.

New Student Welcome & Information

Accepted Students

Hi <FIRST NAME>! It's (Mongoose U) Admissions Counselor, <STAFF FIRST NAME>. Congrats again on your acceptance 🎉 Feel free to text or call if you have any questions. We look forward to seeing you in the Fall!

Accepted Student Check-In

Hi <FIRST NAME>! Hope midterms went well and you're enjoying break. I wanted to check in before the office closes on Friday and make sure you were aware of Scholars Weekend and reception dates, or see if you had any questions? I'm also going to be sending a full update email this week - keep an eye out!

Admitted Student Day(s)

Hi <FIRST NAME> We are so excited that you will be joining us on (Date) for Admitted Students Day! Here is the location of where to park (Insert Image of Map). Text or call this number anytime during the event! Reply "STOP" to no longer receive these communications.

Registration Reminder

Hi <FIRST NAME>, I noticed you have not yet registered for Fall semester. Registration ends (Date). Would you like to meet so we can get you signed up for your classes? Reply "STOP" to no longer receive these communications.

* Fields located within (parenthesis) indicate location for customization.



Sometimes it's challenging to keep everyone in the higher ed community engaged and connected. Cadence, Mongoose's premier engagement platform created exclusively for higher ed, rises to this challenge. Our commitment lies in helping craft text messages, live chats, and AI-driven conversations that promote enrollment, retention, and fundraising, guided by precise insights into messaging effectiveness. With an intuitive and easy-to-use design that perfectly balances AI and personal connection, we're revolutionizing how institutions motivate, engage, and grow individuals and communities. 'Make Every Message Count' is not just our motto—it's what we do every single day.

LEARN MORE

HelloMongoose.com/Cadence-Text