

Bring a Friend – Fall Preview Days 2025

Jessup University will host two Fall Preview Days on October 17 and 24, 2025, showcasing campus life, community, and academic opportunities. Our "Bring a Friend" referral initiative leverages peer influence to drive registration growth, with a goal of 1000+ RSVPs and increased enrollment yields.



YOU WERE
MEANT TO
MAKE A
DIFFERENCE

WE'LL GET YOU READY

Preview Day | October 25

Made with GAMMA

Campaign Objectives

12–15%

Registration Growth

Targeting 1008-1035 RSVPs, a significant increase from 2024

10–15%

Attendance Growth

Aiming for 810-845 attendees across both preview days

200+

Referral RSVPs

Tracked via unique codes or referral mechanisms

15–20%

Enrollment Yield

Converting attendees to enrolled students (77-80 confirmations)

2025 Projections vs. 2024 Results

Metric	2024 Actual	2025 Conservative	2025 Stretch
RSVPs	872	960 (12% increase)	1003 (12% increase)
Attendance	735	810 (10% increase)	845 (15% increase)
Show Rate	77%	82%	87%
Enrollment Yield	9.1%	10%	12%
Confirmed Enrollments	67	77 (15% increase)	80 (20% increase)

The "Bring a Friend" strategy harnesses peer influence and social proof to extend reach organically, lower attendance barriers, and foster community ownership—driving both scale and quality of our enrollment pipeline.

Target Audiences & Strategy

Primary Audience

- High-school Sophomores, Juniors & Seniors (ages 15-19)

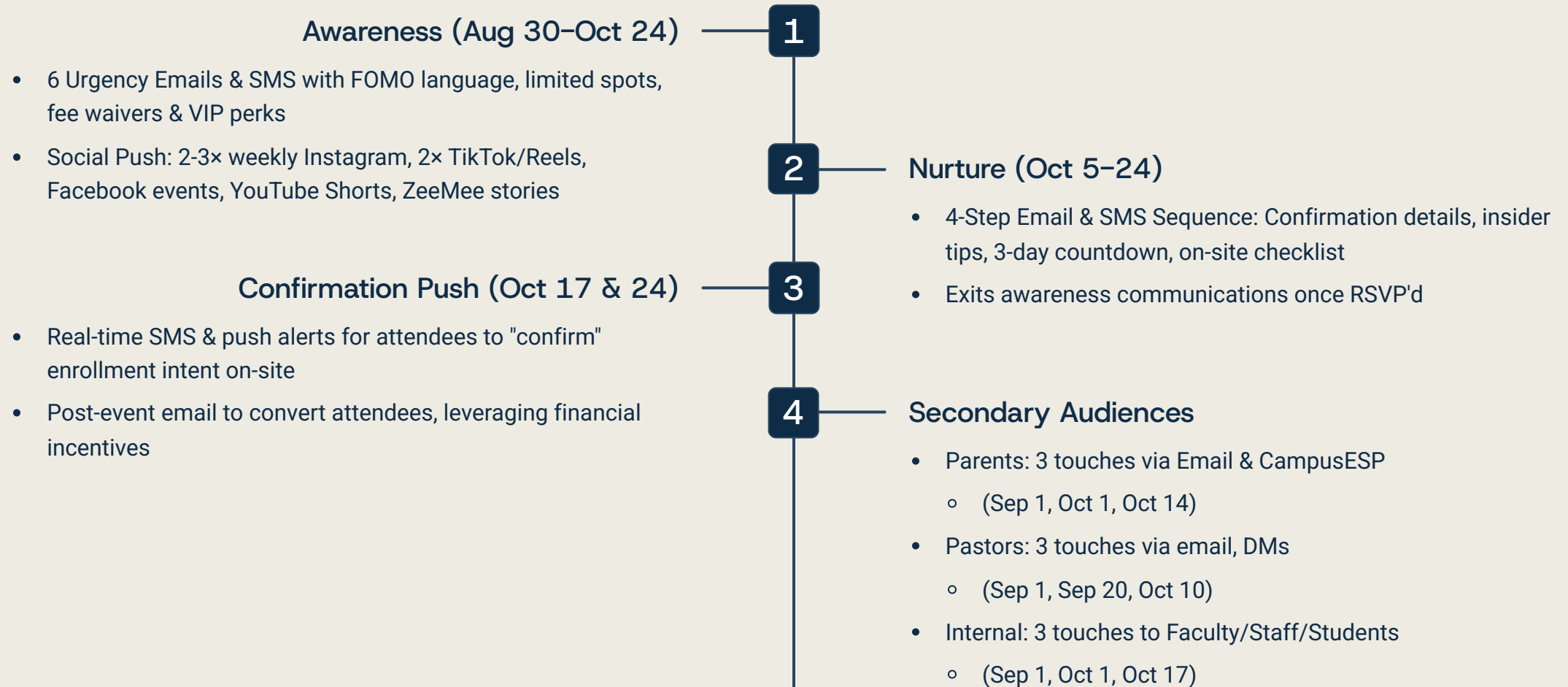
Secondary Audiences

- Parents & Guardians
- Church Leaders & Pastors
- Community Influencers
- Faculty & Staff
- Current Students

Core Strategy Elements

- Referral Program with unique codes and dual-benefits
- Concert Activation at Miles Minnick event
- Phased Communications across multiple channels
- Social & ZeeMee Amplification
- Integrated Paid Media campaign

Communications Plan



Paid Media Strategy

OOH

Billboard on HWY 65/80, airport displays

Digital

Meta (FB/IG), TikTok in-feed & challenge, YouTube TrueView pre-roll

OTT

Conditional spend for Hulu, Roku with local ZIP targeting

Earned

Press release to local & faith outlets; CampusESP & partner channels



Key performance indicators include impressions, click-through rate, cost per RSVP, registration-to-attendance conversion, and enrollment yield.

Incentives & Financial Levers

Non-Monetary Incentives

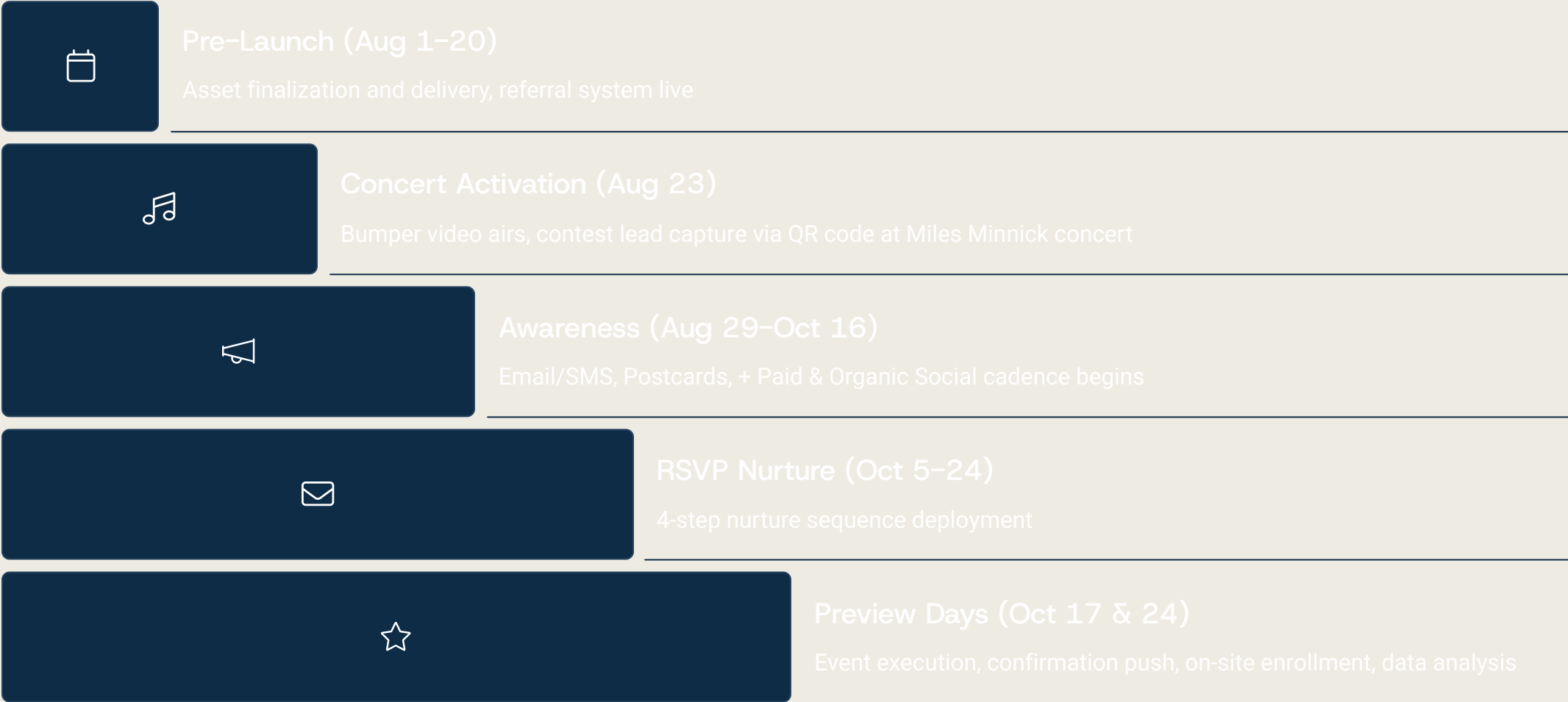
- VIP campus tours (contest winners)
- Reserved Parking
- Exclusive Jessup University swag
- *Priority Housing selection?*

Monetary Incentives

- Enrollment Deposit Waiver (\$100)
- Application Fee Waiver (\$60)
- Visit Scholarship (\$500)
- Dining vouchers
- Raffle entries for larger prizes
- *Book Voucher (\$250) - ?*



Timeline & Milestones





Roles & Deliverables

Team Responsibilities

- **Lead:** Jesse Umeh
- **PM:** Connie
- **Creative:** Denis & Diana
- **Copy:** Sarah
- **Digital/Tech:** Dawn & Rob
- **Social:** Faith & Ellery
- **Video:** Kyle & Team
- **Events:** Kyra & Connie
- **Community Outreach:** Rob T.
- **Metrics:** Kevin

Key Deliverables

- Creative assets: video, print, digital collateral
- RSVP landing page & referral code system or mechanism
- Segmented email/SMS templates
- Social media calendar & DM scripts
- Church & partner communication kits
- On-site activations: photo booth, signage, tablets

Measurement & Next Steps



Weekly Reporting

- RSVP tracking dashboard
- Referral code usage metrics
- Ad performance optimization



Post-Event Analysis

- Registration vs. Attendance (show rate goal: 80-87%)
- Applications submitted
- Confirmations (enrollment yield goal: 15-20%)
- Complete report by November 15, 2025



Next Steps

1. Sign-off on creative & media plan
2. Launch RSVP site and referral mechanism
3. Communication Plan
4. Finalize concert activation logistics
5. Begin segmented outreach on September 1
6. Monitor metrics and optimize weekly

Approvals required from: Jesse (Marketing Lead) and Kyra Sterling (Enrollment Director)

RESOURCES: [Media](#) | [Preview Day Fall 2024](#) | [ENR502 Preview Day 2024 - Comms by Audience](#) | [2024 Fall Preview Day Communication Planning](#)