



# **3** Great Reasons to **Keep in Touch**

- **Increase Your Enrollment!**

- Involvement
  - Involve parents
  - Communicate with your community
  - Promote positive images

- **Excitement is Contagious!**

- Excitement
  - Foster student pride
  - Generate true school spirit
  - Maintain contact with your alumni

- **Inspire a Wide Audience!**

- Inspiration
  - Publicize your achievements
  - Circulate academic publications
  - Increase your donor base

## **Impress, Inform and Educate**

**Reader Impact's powerful, easy and affordable email marketing tools, will help you boost your school's image.**

**Spread the word!  
Watch your school flourish!**

## **Let us help you!**

Who are You?

- What is your school's mission statement?
- What kind of students do you seek to attract?
- What is the demographic base of your institution?

Current Marketing Efforts

- What is the size of your current postal mailing list?
- What are the results of your direct mail campaigns?
- What public relations methods do you currently employ?

Current Internet Marketing Efforts

- Do you operate your own website? If not, would you be interested in working with one of our design partners to tailor one to your yeshiva's needs?
- What is the current size of your email list?
- How often do you currently use email to send any form of communication to parents, students or alumni?

**With Reader Impact it's  
Easier than you think!**