

## **E-mail and text incentive plan**

**1/28/2010**

### **I. Overview**

- **Pilot**

- Target delinquent students (>55 days) in a few high CDR OPEIDs (San Antonio and San Bernardino, potentially more if low n of students with e-mail and mobile contact info) to test effectiveness.
- Launch text, e-mail campaigns and test \$10 and \$20 incentives (McDonald's gift cards) (and no incentive as a control group)- evenly divide population randomly across each incentive
- Target pilot launch date, week of 2/8/10

- **Broader launch**

- Roll out to delinquent students (>55 days) in other OPEIDs or more generally to "Cohort D" depending on success of pilot
- Consider adding phone and direct mail campaigns with incentives
- Potentially add link to landing page in subsequent communications
- Timing TBD

- **Governance**

- Weekly meetings to discuss progress, insights and how collateral/infrastructure can be leveraged; include other "Inbound" efforts in this meeting

## II. Execution

Deliverable	Owner	Status/timing
<b>Borrower list</b>	Redacted by HELP Committee	<b>Complete</b>
Appended contact information (e-mail address and mobile number) from Infolure		In progress
E-mail		
• Content		In progress
• Creative/images		1 week
• E-mail blast plan		1 week
• To and From addresses		2-3 days
• Available Outlook Folders		2-3 days
Text		
• Content		In progress
• Keywords		In progress
• Agent process (script/process for interacting with students)		2-3 days
• Text blast plan		1 week
Explore direct mail campaign with Redacte(for post-pilot program)		1 week
Toll free numbers and adkeys (1 number only?)		2-3 days
Compliance review of e-mail, text and overall incentive plan	2-3 days	
Add form to call center database to track incentive program	2-3 days	
• <i>Type: E0, E1, E2, T0, T1, T2</i>		
• <i>SSN Validated: Yes, No</i>		
• <i>Contact info updated or validated: validated, updated, not validated</i>		
• <i>Rep should be able to see if student has already called to receive incentive</i>		
Call center training	1-2 days	
Develop letter to be sent with gift card	1 week	
Procure and send out gift cards on a monthly basis	1 week	
Analyze results and assess effectiveness/cost by channel	1 week	

### III. Questions

- Can we list McDonald's on the messages as the source of the gift certificate?
- Is it okay to repay a student who's loan has already been cured or who has already talked to us (assume yes)?

### IV. Sample messages (currently being adjusted by Content Team)

#### A. Text Message (to be shortened to 160 characters)

If you are a former Everest Student and are having trouble paying your student loans, contact us now to receive help *and a free \$X gift card to McDonald's!* The service is free and you have lots of options available to manage your student loans, some of which may allow you to postpone your payments. Please reply to this text with *L123* or call us at *1-800-XXX-XXXX* to get help *and receive your gift card.* From your *Everest Loan Counseling Team (check with Redacted by HELP if right term).*

#### B. Email

*(Insert Everest brand and images)*

**Contact us now about your student loan and receive a free \$X gift card to McDonald's!**

*John,*

Do you have a student loan you are having trouble paying back? Are you unclear about how much you owe and to whom? Would you like to better understand your options? If so, we can help.

We help former Everest College students find ways to better manage their student loans. The service is free and there are lots of options available to you, some of which don't even require you to make an immediate payment. You may even be able to postpone your payments until you are better able to pay.

Not paying your student loans can have serious consequences that could affect your immediate future and the rest of your life. It's not as scary as you think. We have helped hundreds of people just like you. You are not alone. But we can't help you unless you call now.

There are solutions and the help is free. Please respond to this e-mail or call us at *1-800-XXX-XXXX* to get help *and receive your free \$X McDonald's gift card.*

Sincerely,

*The Everest Loan Counseling Team (check with Redacted by HELP if right term)*

Disclaimer: you must be a former Everest College student and provide an up-to-date address in order to qualify for the gift card.