

DESIGNING A TEXT MESSAGING INTERVENTION

1. ARTICULATING THE PURPOSE

Briefly define the problem you seek to address:

Identify between one and five specific goals you hope to accomplish:

1.

2.

3.

4.

5.

Identify and describe your target audience:

2. DESIGNING THE INTERVENTION

Choose a manageable counseling strategy:

- one-way reminders (nudge only)
- two-way, limited (reminders + limited personal or automated response)
- two-way, intensive and personalized (reminders + frequent and personalized responses)
- other:

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Who will staff your project? Describe their roles:

Outline a time frame for the intervention:

Messaging start date: _____

Rationale or audience milestone: _____
(e.g. "start of senior year")

Messaging end date: _____

Rationale or audience milestone: _____
(e.g. "enrollment in college")

Additional relevant audience milestones the campaign will encompass:

(e.g. "completion of college applications" or "graduation from high school")

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3. BUILDING YOUR AUDIENCE

Choose a model:

- opt-in (students “sign up” to receive texts)
- opt-out (begin with an existing database; students can choose to stop receiving texts)
- other: _____

Opt-in model: List potential opt-in collectors:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Opt-out model: List potential data sources:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

4. DEVELOPING A MESSAGING STRATEGY

Understanding your counseling approach: Write a brief response to the following exchange:

System message: “Don’t forget to register for orientation!”

Student response: “I’m not going to college.”

Counselor response and next actions:

(Note: you have the ability to stop messaging this student and/or remove him/her from your list.)

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Create an inventory of opportunities, existing initiatives or partnerships to promote:

(e.g. "College Application and Exploration Week" or "free ACT test workshops provided by GEAR UP")

- | | |
|----------|-----------|
| 1. _____ | 9. _____ |
| 2. _____ | 10. _____ |
| 3. _____ | 11. _____ |
| 4. _____ | 12. _____ |
| 5. _____ | 13. _____ |
| 6. _____ | 14. _____ |
| 7. _____ | 15. _____ |
| 8. _____ | 16. _____ |

Begin developing your message schedule:

1. Focus on one audience group and campaign at a time.
2. You are limited to 160 characters; however, you may break messages into multiple parts if needed. Multi-part messages should be identified as such: "1/2" and "2/2."
3. Remember the formula for an effective message:

Hi! It's Jess w/ CFWV. Did u know WV 4year colleges require either the ACT or SAT? Need to take the ACT? Register by Jan 10 for the Feb test - <http://bit.ly/1bUHmOs>

- Element of personalization ● Relevant information ● Timeliness/urgency ● Call to action/next step

Hi [student name]! Did u file your FAFSA yet? Txt back yes or no.

- Element of personalization ● Relevant information ● Timeliness/urgency ● Call to action/next step

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Date and time: *April 6, 2015*

Associated milestone: *State priority filing date for FAFSA*

Trigger or condition: *Student has not yet completed the FAFSA*

Message body: *(1/2) Hi <student name>! The deadline to file the FAFSA & be considered for WV grant money is Apr 15! Get started at Fafsa.gov*

(2/2) Need financial aid help? Call 888-825-5707 or go online to set up an appointment with a counselor - <link>

Notes or required preparation: *Create online appointment scheduling link; alert financial aid office to potential increase in calls that day.*

Date and time:

Associated milestone:

Trigger or condition:

Message body:

Notes or required preparation:

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