



Empowering Your Campus with Effective Financial Aid Communication

FINANCIAL AID

At Follett, we understand how important it is for students to navigate their financial aid effectively to make the most of their money. Our comprehensive Financial Aid Email Messaging Program is designed to alleviate this stress, offering a seamless and efficient way to keep students informed about their financial aid status and how they can use it to purchase their course materials—without any additional costs to your campus.



A Tailored Approach to Communication

We complement your existing Financial Aid communications with personalized messaging about using financial aid in the campus store and on the website. This provides students with a regular update on their resources and the flexibility to make purchases both in-store and online at their convenience.



Student-Centric Financial Aid Updates

As soon as Financial Aid becomes available, we send detailed email notifications to students, and follow up with reminders about their available funds at the campus store. This empowers students with timely information so they can use their funds immediately, and start their courses with the materials they need to succeed.



Improved Engagement and Results

Our Financial Aid notifications have significantly increased student engagement, driving +110% more traffic to your campus store website compared to standard promotional emails. Our targeted analytics data confirms that these emails resonate with students, delivering industry-low unsubscribe rates.

In one year of participating in the Financial Aid Email Messaging Program, our partners saw significant increases in campus store revenue, driven by financial aid funds.



89%
NEW JERSEY
INSTITUTE OF
TECHNOLOGY

207%
UNIVERSITY OF
SOUTH FLORIDA

30%
UNIVERSITY
OF LAVERNE

Empower your students with a better understanding of their financial aid options and ensure they have easy access to all the course materials they need to succeed with Follett's Financial Aid Email Messaging Program.

WANT TO LEARN MORE?

TALK TO OUR TEAM!
follett.com/contact

