

Student email templates

Email #1

Subject line: Get paid for your textbooks!

Headline: Sell your books back online!

Get paid for your textbooks by selling them back online. We cover shipping, so there's no cost to you! All you have to do is search for the book(s) you want to sell back, print a prepaid label and ship back your book(s). Get started here (LINK).

*If you are able to segment to seniors only, insert this paragraph in that email:
We also have commemorative mortar boards and tassels, a variety of alumni gear and diploma frames available online. We know celebrating from afar isn't the same, but you should still celebrate this milestone and amazing accomplishment! We can't wait to welcome you to the alumni family!*

###

Email #2 - reminder

Subject line: Sell back your books online!

Headline: Remember to sell your books online and get paid!

Get paid for your textbooks by selling them back online! We cover shipping, so there's no cost to you. Get started here. (LINK)

*If you are able to segment to seniors only, insert this paragraph:
Seniors, we know celebrating your graduation from afar isn't the same as walking across the stage at commencement, but you should still mark this milestone with some commemorative swag. Buy a mortar board and tassel, official alumni gear or a diploma frame online, and share your photo on our social channels using (insert alumni hashtag).*

###

Email #3 - reminder

Subject line: Remember to sell back your books online!

Headline: Get paid for your textbooks!

Get paid for your textbooks by selling them back online! We cover shipping, so there's no cost to you. Get started here. (LINK)

*If you are able to segment to seniors only, insert this paragraph:
Seniors, commemorate your accomplishment with a mortar board and tassel, official alumni swag or a diploma frame, and share a photo of your at-home celebration to our social page. We can't be there to celebrate with you in-person, so we'll congratulate you virtually!*

