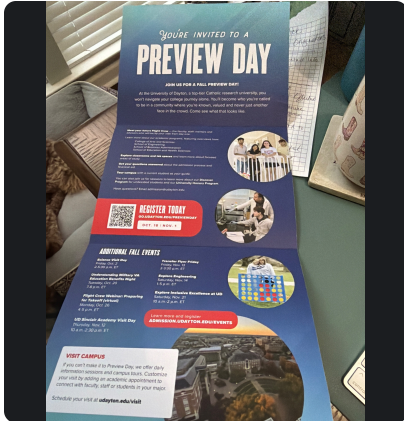


University of Dayton

Preview Day recruitment mailer · Higher education · Score 68, Strong

**FIT**

Best way in: University of Dayton's enrollment and admissions team

University of Dayton decides who prints these pieces.

THE OFFER

Purpose: Recruit new students

Preview Day on October 18 or November 1.

WHO TO CALL

1 DOOR OPENER · CALL FIRST

**Jason Reinoehl**

Vice President for Strategic Enrollment Management · University of Dayton

Phone · Best route ✓ Confirmed **937-229-3717**Email ✓ Confirmed **jason.reinoehl@udayton.edu**LinkedIn **linkedin.com/in/jasonreinoehl**

2 VENDOR PICKER

Bill Farmer

Executive Director for Procurement and Payable Services · University of Dayton

Main line for anyone: **937-229-3868**, ask by name

WHO PRINTS AND MAILS IT

Great Miami Mail Works prints and mails it.**What it means:** University of Dayton chooses the vendor. Great Miami Mail Works is the incumbent for both print and mail. Ask Jason Reinoehl when the work is next reviewed.**Printer** **Great Miami Mail Works** Confirmed**Mails it** **Great Miami Mail Works** Confirmed**How we know** Great Miami Mail Works printed and mailed this piece, and its account is on the barcode. University of Dayton holds the postage permit.

OPENER

I noticed your piece sends people to the same go.udayton.edu page for everyone. The QR code only adds campaign tags, nothing per person. How do you tell which visits came from this mailing?

ESTIMATED CAMPAIGN VOLUME

At least 200 pieces this campaign · Estimate · floor only

3 THINGS TO ASK

Who decides who prints these pieces, and when is that next reviewed?

How do you measure whether these pieces are working? Do you hold back a test group?

Can you see responses for this mailing on their own?

AFTER THE CALL

☐ Called ☐ Left voicemail ☐ Talked ☐ Meeting set ☐ Not the right person

Notes:

Some detail is left off to fit one page. The full export has everything.

University of Dayton

Everyone behind this mail, how to reach them, and a plan to win the work. Best way in: University of Dayton's enrollment and admissions team.

PEOPLE AND TEAM MAP		
1	Jason Reinoehl · Call first Vice President for Strategic Enrollment Management · University of Dayton	Brand Named on a public page937-229-3717 (Published)
2	Donnell Wiggins Associate Vice President for Strategic Enrollment Management and Dean of Admission · University of Dayton	Brand Named on a public pageLinkedIn
3	Cindy DeVelvis Assistant Vice President, Enrollment Management Marketing and Communications · University of Dayton	BrandLinkedIn
4	Molly Wilson Vice President for Marketing and Communications · University of Dayton	Brand Named on a public page
5	Bill Farmer Executive Director for Procurement and Payable Services · University of Dayton	BrandLinkedIn

COMPANY PHONE & EMAIL	
University of Dayton · Procurement and Payable Services (Company line)	937-229-3868
University of Dayton · Supplier registration and questions (Company line)	UDsupplier@udayton.edu

OUTREACH PLAN · TEN TOUCHES OVER FIVE WEEKS			
Day 1	Email	Open with the piece Email Jason about the mailer you received. One observation, one question, no attachment.	☐
Day 2	LinkedIn	Connect Confirm Jason is the right contact, then send a connection request that mentions the mailer. No pitch in the note.	☐
Day 4	Phone	First call Call 937-229-3717 and ask for Jason. If you reach voicemail, leave the measurement question and your name.	☐
Day 7	Email	Second angle Reply on the same thread with a different angle. Keep it to three sentences.	☐
Day 10	Direct mail	Send something physical Mail a hand-written note with a sample of your work that speaks to their preview mailer. You sell print; let the piece make the case.	☐
Day 14	Phone	Second call Call again. Reference the note you mailed and ask for fifteen minutes.	☐
Day 17	LinkedIn	Stay visible Comment on something University of Dayton posted, or share a short observation about their campaign category. No tagging.	☐
Day 21	Email	Offer a specific idea Send one concrete idea for their next version, with a rough cost or timeline attached. Ask for a reaction, not a meeting.	☐
Day 28	In person	Drop by If 300 College Park, Dayton, Ohio 45469-1602 is within reach, stop in with the sample and ask for Jason at the front desk.	☐
Day 35	Email	Leave the door open Close the loop: thank them, say you'll check back before their next seasonal mailing, and stop. Reps who stop cleanly get called back.	☐