

Improving Student Engagement by Engaging CampusImpact



CampusImpact is a dedicated Blackboard resource, providing expert student marketing and communications support to Campus Enablement clients. Whether a school is launching a new project, such as mobile ordering, or seeking to grow usage of their off campus program, CampusImpact has an effective and affordable solution for every school.

- Cashnet Full Service Payment Plans
- On-prem Off-campus Programs
- Self-Op Card Programs
- Campus Card Programs (without off-campus)
- SaaS Off-campus Programs
- Dining & Other Transactional Services On-campus

We've worked with colleges and universities of all sizes, public and private, for many years—resulting in extensive experience with messaging students and their parents, timing and sequencing of communications, proven formats, as well as measurable results and best practices that schools can leverage to drive adoption and usage on their campus.

- Orientation handouts
- Direct mail
- Websites/microsites
- Brochures/buckslips
- Cardbooklets
- Signage and stickers
- Email Campaigns/HTML templates
- Custom PHIL skins

Your school has one back-to-school marketing opportunity each year—we have about 100! Let CampusImpact help you make the most of that opportunity by learning from the other schools we support—and avoid making the same mistakes as some of these schools have.

To get started contact us at CampusImpact@blackboard.com
or submit a request at www.acceptinglocations.com/order

CampusImpact

Orientation & New Program Launch Support

Successfully marketing your card program to ensure adoption and ongoing usage requires the use of a multi-touch life-cycle approach.

Research validates that you **MUST** engage students when they are new freshmen to ensure adoption and usage of services including card applications, stored value accounts, and payment plans. If you do not provide the solution, students and parents will be left to find an alternative on their own—and once they do, you've lost them for their entire stay on your campus.

Posters/Digital Displays: Bold messaging for high traffic areas, drive traffic to a microsite, online add value, or merchant location.

Flyers/Take Ones: Promote benefits of the card program and stored value accounts. Can also promote accepting locations, microsite, and online add value.

Custom Orders: Wide array of items to choose from including cell phone wallets, and more.



Community Merchants

Save 25% Every Week!

Through our Featured Business of the Week Promotion, you can SAVE 25% at a different merchant location each and every week throughout the semester. Just for using Panther Funds. For an up-to-date calendar of Panther Funds promotions, visit the Panther Central web site or follow us on social media.

www.pc.pitt.edu

Stevens ID Card and DUCKBILLS

ACCEPTED HERE! SPRING 2019

On Campus Locations:
America's Cup, Stevens Bookstore, Colonel John, Computer Service Center, Copy Machines, Deban Auditorium, Pierce Cafe, Pierce Dining Hall, Print Shop, Red & Gray Cafe, S.C. Williams Library, Student Accounts & Vending Machines

Download the DuckBills App

DUCKBILLS.COM

THE UNIVERSITY OF MAINE
MaineCard Services

The ONE card does it all!

The MaineCard Service Center
130 Memorial Union
Orono, ME 04469
Phone: 207.581.CARD (2273)

umaine.edu/mainecard
Facebook: @mainecard
Twitter: @mainecard

GO MOBILE SERVICES CA...
At Auxiliary Service ways to make the UMaine card easier for you to improve. The Card devices was desig Services depart your pocket!

Install the free C Android or iOS de

- Change you
- Report a m
- View the Ca
- Submit feedback and see what others are saying about us
- Shop & compare our competitive bookstore prices with other online retailers
- Interactive campus maps
- and so much more!

Card booklets: Reinforce benefits of the card, include important campus offices and contact information, list of accepting locations, and optional map of campus—pocket for carrying the ID Card.


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Back-to-School Direct Mail

When talking about paying and managing everyday school expenses, students are not your only audience. In many cases it is the parent or other family member funding the stored value account. Parent deposit mailers are sent to the student's home address 3-4 weeks prior to the start of the semester each fall and spring.

Fall direct mail reinforces information received during orientation, but provides additional detail and benefits about the card program. Additionally, and most importantly, the mailings **ASK FOR A DEPOSIT** to your stored value account.

- School branded letter & envelope
- List of accepting locations
- Sample budget
- Microsite /eAccount url
- Optional deposit slip




August 15, 2016

Dear Quinnipiac Parent,

Congratulations! Your student is starting the upcoming Fall 2016 semester at Quinnipiac University, and you want to be sure your son/daughter has the tools to succeed. The most important consideration to make is **how to budget properly and spend money responsibly** in and around the University community.

Quinnipiac understands the budgeting concerns parents and students have. To alleviate the financial stress credit and bank debit cards may cause, we offer the QCard as a sound alternative. **The QCard is accepted only at University approved locations**, so you can rest assured that your student is using funds in a safe and secure environment. Plus, there are **no hidden fees, no ability to overdraft and no debt** from using the card, so you know there will be no surprises.

Quinnipiac's QCard provides safety and convenience for your son/daughter throughout their University experience. The QCard serves as their student identification and is necessary for access to campus facilities, such as the library, residence halls, gym, and campus/athletic events. Your student's QCard also can be used to make purchases at the campus bookstore, dining halls, and across campus for laundry, copying/printing, buying stamps, and more.

In addition, the QCard is an accepted form of payment at more than 40 top businesses around Hamden, from grocery stores and restaurants to pharmacies and gas stations.

To help you estimate your student's expenses, here is a sample budget showing what typical students spend using their QCard, both on and off campus:

QCard accepted here!

On campus: POST OFFICE - CAMPUS BOOKSTORE - LAUNDRY - VENDING - DINING - COPY MACHINES/PRINTERS - CAMPUS COPY

Off campus:

| | | |
|-----------------------|------------------------------|-----------------------------------|
| ACROPOLIS DINER | EVERYDAY GOURMET | PRIMO PIZZA |
| AMERICAN IT SOLUTIONS | FANCY MILLS | RAINBOW CLEANERS |
| ANTONIO'S PIZZA | FRESHOS | RAJ + MANI'S DRY + DELI |
| ATHENA II DINER | GOLDEN BEAUTY | RTE A&C |
| BLESSEDES EGG | GOLD STAR CHINESE RESTAURANT | SHOPPERS MARKETS |
| BP SHOP | HAR ON BROADWAY | SILVER SPOON DELIVERY |
| BRUGGERS BAGELS | INFUSIO & BUSHY | SPORRENTO'S BRICK OVEN RESTAURANT |
| BLD DELI WORKS | ITAPA GRILL | RESTAURANT |
| CHINA GARDEN | JAKE'S WHISKEY BURGER | SPLASH-HAMDEN CAR WASH |
| CVS/PHARMACY | KRAUSZER'S FOOD STORE | SUPERCLUBS |
| DINO'S RESTAURANT | MARBLE FOOD MART | THE BOOKCAT STORE |
| DOMINO'S | MT CARMEL | THE CORNER DELI |
| DROOGIE'S PIZZA | NORTH HAVEN CONVENIENCE | TONINO'S PIZZERIA |
| DUNKIN' DONUTS | ORANGESEIDE | |

Sample Semester QCard Spending

| Category | Average | Total |
|----------------------------|--------------|---------------|
| Textbooks | 400 | 500 |
| School supplies | 75 | 125 |
| Laundry | 50 | 75 |
| Photocopying | 20 | 40 |
| Reading | 25 | 75 |
| Groceries | 50 | 200 |
| Restaurants & Delivery | 60 | 210 |
| University logo apparel | 20 | 100 |
| Health & Personal Care | 40 | 100 |
| Entertainment, Bills, etc. | 25 | 50 |
| Misc. (Photos, Videos) | 25 | 75 |
| TOTAL: | \$800 | \$1550 |

To add funds to your student's QCard account, please visit us at www.quinnipiac.edu/qcard to make a safe and secure online deposit. Or, simply return the deposit slip below using the enclosed return envelope for an initial deposit, and feel free to use the online tool during the semester. Once funded, the account balance will decline with each purchase your student makes, and you can make additional deposits at any time throughout the semester. QCard is the simple, safe, and secure expenditure solution for your student and a great tool for success this semester. **Check us out!**



QCard Office
275 Mount Carmel Avenue
Hamden, CT 06538-1908

I am a window

IMPORTANT QCARD information enclosed!



Deposit Online!
www.quinnipiac.edu/qcard

here and return in the enclosed envelope.

INDICATE QCard deposit amount

\$1550 Recommended Deposit.

\$1000

\$500

\$300

Other \$ _____

CHECK # _____

Please make checks payable to Quinnipiac University.

[Address]
[City], [State] [Zip Code]

Spring mail serves as a reminder to parents and students to add value so they are ready for the new semester's expenses.

- Bifold or standard postcard
- School branded
- Asks for deposit
- Microsite/eAccounts url
- Ability to use school's bulk permit to reduce postage costs

THERE ARE SO MANY REASONS TO DINE WITH US!

Choose the Grizzly Plan that Fits Your Needs!

We make eating on-campus easy, any Grizzly meal plan that you pick is conveniently accessed on your students' ID card, which they carry throughout campus to make cashless purchases.

Student Benefits with Grizzly Dining!

Flexible Meal Options
Nutritious Choices
Convenient Locations
Budget Friendly Plans



\$1624
\$522
\$432
\$425
\$375
\$330
\$256
\$250
\$180
\$100

Read inside to learn more about the Grizzly Meal Plan Options!

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Ongoing Messaging & Support

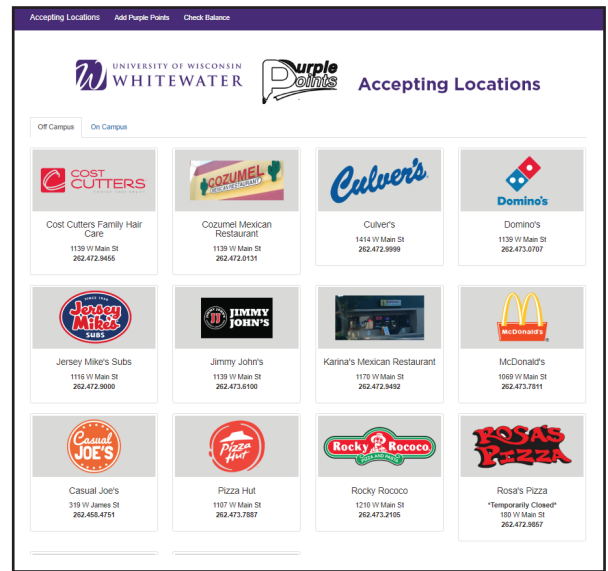
Ensuring that your card program information is top of mind and always up to date is crucial to card program success.

Microsites & Card Program websites:

- Easy to remember url
- Timely updates to accepting locations
- Friendly gateway to eAccounts/online add value

Digital Displays, Posters, banners:

- Design for high traffic areas
- New merchant & promotional announcements



PHIL Skins & EMV sidecar skins:

- Ensure easy add value to stored value account

