



# KNOW YOURSELF. KNOW YOUR WORLD.

Reach your potential.

Want More Information

About Elmhurst?

*CLICK HERE* ►

*[firstname],*

IS THE ELMHURST EXPERIENCE RIGHT FOR YOU?  
IT IS, IF YOU WANT TO:

*Be more than a face in the crowd.*

*Prepare not only for your first job,  
but for a lifetime of professional achievement.*

*Get the most bang for your tuition buck.*

**SOUND LIKE YOU?**

Then request more information about  
the Elmhurst experience!

Sincerely,

Stephanie Levenson  
*Executive Director of Admission*

190 Prospect Ave. • Elmhurst, IL 60126  
(630) 617-3400 • [admit@elmhurst.edu](mailto:admit@elmhurst.edu)

**RUFFALO**<sup>SM</sup>  
**NOEL LEVITZ**

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\*Links in this PDF are not active.



[*firstname*],

**THANK YOU**  
FOR REQUESTING MORE  
INFORMATION ABOUT

**ELMHURST COLLEGE** ▶

You now have access to your [Interactive guide to the Elmhurst experience!](#)

Soon, you'll receive a brochure about why Elmhurst College is a special kind of college for a student as unique as you.

**HERE ARE A FEW WAYS YOU CAN LEARN MORE ABOUT ELMHURST TODAY:**

[SCHEDULE A CAMPUS VISIT.](#) ▶

[CHECK OUT OUR VIEWBOOK.](#) ▶

[WATCH: THE ELMHURST EXPERIENCE.](#) ▶

*WE LOOK FORWARD TO SEEING YOU ON CAMPUS SOON!*

Sincerely,

Stephanie Levenson  
*Executive Director of Admission*



[MAJORS](#) ▶

[VISIT](#) ▶

[STUDENT LIFE](#) ▶

190 Prospect Ave. • Elmhurst, IL 60126  
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## Elmhurst College 2017-2018 Student Search Emails

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### Outreach 1

Subject line: Discover a college as unique as you

Preview line: Is the Elmhurst experience right for you, [firstname]?

[firstname],

Is the **Elmhurst** (<http://www.elmhurst.edu/>) experience right for you? It is, if you want to:

- Be more than a face in the crowd.
- Prepare not only for your first job, but for a lifetime of professional achievement.
- Get the most bang for your tuition buck.

Sound like you? **Then request more information about the Elmhurst experience** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net))!

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### Outreach 2

Subject line: Turn your passions into a profession

Preview line: Choose from 59 majors and 15 pre-professional programs.

[firstname],

The **Elmhurst** (<http://www.elmhurst.edu/>) experience is built around choice—starting with our **59 majors and 15 pre-professional programs** (<http://www.elmhurst.edu/academics/majors>). But you don't have to do it alone.

We'll help you identify your talents, interests and goals. Then we'll challenge and support you as you work to reach your full potential.

It's why last year, 93.3% of our graduates landed jobs or attended graduate school within a year of commencement.

**Request more information from Elmhurst College** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)), and gain access to your interactive brochure about the Elmhurst experience.

Sincerely,

Stephanie Levenson  
Executive Director of Admission

**Outreach 3**

Subject line: Get connected, get educated, get hired

Preview line: Where will Elmhurst College take you, [firstname]?

[firstname],

**Elmhurst College** (<http://www.elmhurst.edu>) alumni get hired because they are better prepared. Here are five of the hundreds of well-known organizations where **our alumni** (<http://www.elmhurst.edu/explore/alumni>) work:

- Argonne National Laboratory
- BMO Harris Bank
- Ford Motor Company
- United Airlines
- Universal Records

Last year, 93.3% of Elmhurst graduates were employed full-time or pursuing an advanced degree within a year of graduation.

**Request more information to find out where Elmhurst can take you** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)).

Sincerely,

Stephanie Levenson  
Executive Director of Admission

**Outreach 4**

Subject line: Discover a campus where you want to be

Preview line: We're ready to welcome you to the Elmhurst family.

[firstname],

*The Princeton Review* called our campus "gorgeous, friendly," "an intimate academic experience" in an "**optimal location**." (<http://www.elmhurst.edu/about/location>) *U.S. News & World Report* ranks us in the top 10 for best colleges in the Midwest! In fact, we're the top-ranked college in the Chicago area.

But those aren't the only **reasons you'll love Elmhurst** (<https://www.youtube.com/playlist?list=PL154CFA02DBEDE4D7>). You'll have access to:

- 357 inspiring faculty, dedicated to teaching *you*.
- **59 majors.**
- **Outstanding internships** (<http://www.elmhurst.edu/internships>), with more than 2,000 options.
- A 30-minute train ride from **professional opportunities and weekend entertainment** ([http://www.elmhurst.edu/admission/publications/chicago\\_experience/224963152.html](http://www.elmhurst.edu/admission/publications/chicago_experience/224963152.html)).

**Request more information from Elmhurst College** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)), and gain access to your interactive brochure.

Sincerely,

Stephanie Levenson  
Executive Director of Admission

#### Outreach 5

Subject line: At Elmhurst, you're more than a college student  
Preview line: You're a professional in the making, [firstname].

[firstname],

As an Elmhurst College (<http://www.elmhurst.edu>) student, you'll have plenty of opportunities to "test drive" some of today's most **rewarding careers** ([http://www.elmhurst.edu/admission/publications/jobs\\_and\\_careers/227689741.html](http://www.elmhurst.edu/admission/publications/jobs_and_careers/227689741.html)). Here are seven of the hundreds of **places our students have interned** (<http://www.elmhurst.edu/internships/6884657.html>):

- Abbott Laboratories
- AT&T
- Chicago Board of Trade
- Chicago Bulls
- Chicago Symphony Orchestra
- House of Blues
- Mayo Clinic

You'll build a great foundation for a successful career at Elmhurst College. **Sign up for our mailing list to learn more** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)).

Sincerely,

Stephanie Levenson  
Executive Director of Admission

#### Outreach 6

Subject line: Discover a great school at a great price  
Preview line: The Elmhurst experience is surprisingly affordable, [firstname].

[firstname],

When it comes to college, the higher the quality and the lower the cost, the better the deal. That's the simple formula *U.S. News & World Report* uses to determine the "Best College Values in the Midwest." **Elmhurst College** (<http://www.elmhurst.edu>) is one of them. In fact, we're in the Top 10!

Plus, 98% of our full-time students receive **scholarships or other aid** (<http://www.elmhurst.edu/finaid>). Last year, the average family paid just \$16,000 in tuition.

**Request more information from Elmhurst College** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)), and gain access to your interactive brochure.

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### **Outreach 7**

Subject line: All colleges are not created equal

Preview line: Study with great minds at Elmhurst College, [firstname].

[firstname],

First-rate professors are challenging, passionate, inspiring, deeply knowledgeable and able to pass along a love of learning. And they're teaching at **Elmhurst College** (<http://www.elmhurst.edu>).

Our faculty members have outstanding real-world experience and have won honors from Fulbright Fellowships to Grammy Awards. And they're at Elmhurst for one big reason: they love to teach students like *you*.

**Sign up for our mailing list to learn more** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)).

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### **Outreach 8**

Subject line: Don't miss out on your Elmhurst experience

Preview line: Make the most of your college years.

[firstname],

At **Elmhurst College** (<http://www.elmhurst.edu>), you'll have total access to the most innovative **professional development program** (<http://www.elmhurst.edu/cpe>) in the Chicago area.

- We'll provide the tools to help you not only decide what you want to do but also who you want to become.
- We'll help you explore career paths, build a strong résumé, find mentors and land internships.
- We'll connect you with the people, resources and experiences needed to make your dreams a reality.

**Request more information from Elmhurst College** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)), and gain access to your interactive brochure.

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### Outreach 9

Subject line: There's strength in numbers

Preview line: Your Elmhurst experience adds up to a great college adventure.

[firstname],

At Elmhurst, we value you as an individual, but also recognize there's strength in numbers:

- **One gorgeous campus** (<http://www.elmhurst.edu/collections/arboretum/>) (according to *The Princeton Review*).
- **Six residence halls** (<http://www.elmhurst.edu/reslife/1308092.html>).
- 13:1 student-faculty ratio.
- 1,044 students **living in campus housing** (<http://www.elmhurst.edu/reslife>).
- 1,775 students **commuting to campus** (<http://www.elmhurst.edu/studentlife/1733421.html>)—from throughout the Chicago area.
- 2,840 undergraduates ... with 2,840 points of view.

It all adds up to a great college adventure for you. This is your final reminder to **sign up for our mailing list** ([elmhurst.discover-us.net](http://elmhurst.discover-us.net)).

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### Fulfillment Email

Subject line: Explore our interactive guide

Preview line: Find out more about what makes Elmhurst College as unique as you.

[firstname],

Thank you for requesting more information about **Elmhurst College** (<http://www.elmhurst.edu>). You now have access to your **interactive guide to the Elmhurst experience!**

Soon, you'll receive a brochure about why Elmhurst College is a special kind of college for a student as unique as you.

Here are a few ways you can learn more about Elmhurst today:

- **Schedule a campus visit** ([https://connect.elmhurst.edu/portal/campus\\_visit](https://connect.elmhurst.edu/portal/campus_visit)).
- **Check out our Viewbook** ([http://issuu.com/elmhurstcollege/docs/elmhurst\\_college\\_viewbook\\_2014](http://issuu.com/elmhurstcollege/docs/elmhurst_college_viewbook_2014)).
- **Watch: The Elmhurst experience** ([http://www.elmhurst.edu/admission/highschool/videos?utm\\_source=website&utm\\_medium=home\\_banner&utm\\_campaign=Experience\\_Undergraduate\\_Videos](http://www.elmhurst.edu/admission/highschool/videos?utm_source=website&utm_medium=home_banner&utm_campaign=Experience_Undergraduate_Videos)).



We look forward to seeing you on campus soon!

Sincerely,

Stephanie Levenson  
Executive Director of Admission

**PLUS Email 1**

Subject line: Encounter the world in a new way

Preview line: Elmhurst will open your eyes to new viewpoints.

[firstname],

At **Elmhurst College** (<http://www.elmhurst.edu>), you'll change, grow, and encounter the world in a whole new way.

"Elmhurst is providing me with a great education, both in and out of the classroom," says Demetrious Vrettos, an elementary education major. "Every time I meet with a professor, I learn something new about leadership and teamwork. I feel prepared for life after college and for a career."

Whatever your dreams, interests and goals, Elmhurst will give you a head start on a great life.

Sincerely,

Stephanie Levenson  
Executive Director of Admission

**PLUS Email 2**

Subject line: Join a community of friends at Elmhurst College

Preview line: Our students and faculty are down-to-earth.

[firstname],

We have a lot waiting for you at **Elmhurst** (<http://www.elmhurst.edu>)... including:

- A **beautiful campus** (<http://www.elmhurst.edu/collections/arboretum/>) in the center of suburban Chicago.
- 357 talented faculty—dedicated to teaching *you* in small classes.
- Your choice of **59 majors and 15 pre-professional programs** (<http://www.elmhurst.edu/academics/majors>).
- An outstanding **internship program** (<http://www.elmhurst.edu/internships>) with more than 2,000 options.
- 2,840 fellow students—with 2,840 points of view—from 35 states and 34 countries.



- Limitless opportunities for professional experience and weekend entertainment just a half hour away in **a world-class city** ([http://www.elmhurst.edu/admission/publications/chicago\\_experience/224963152.html](http://www.elmhurst.edu/admission/publications/chicago_experience/224963152.html)).

Explore our **website** (<http://www.elmhurst.edu>) to learn more about all that Elmhurst has to offer.

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### PLUS Email 3

Subject line: Add some excitement to your life

Preview line: New experiences are the norm at Elmhurst, [firstname].

[firstname],

Want to play in the jazz band? Join a fraternity or sorority? Play a NCAA Division III sport? Spend some time with your friends volunteering for Habitat for Humanity?

You can do all four—and a lot more—at **Elmhurst College** (<http://www.elmhurst.edu>).

With more than **100 student clubs and activities** (<http://www.elmhurst.edu/studentlife/100543604.html>), we have something for everyone. And on our campus, *everyone* has a place and a voice.

“In my first year I was elected recruitment chair for Lambda Chi Alpha,” says Luis Lara. “It put me in a leadership role where I had to develop a system for motivating people. In my junior year I was elected vice president. The leadership experience definitely helped me during job interviews.”

Find out how you can **get involved at Elmhurst College** (<http://www.elmhurst.edu/studentlife>).

Sincerely,

Stephanie Levenson  
Executive Director of Admission

### PLUS Email 4

Subject line: Experience Elmhurst

Preview line: The best way to know if Elmhurst is right for you? Schedule a visit.

[firstname],

There’s only so much you can learn about **Elmhurst College** (<http://www.elmhurst.edu>) via email. That’s why we encourage you to **schedule a campus visit** ([https://connect.elmhurst.edu/portal/campus\\_visit](https://connect.elmhurst.edu/portal/campus_visit)) soon.

Your visit options include:

- An individual appointment with an admission counselor and campus tour. You can also make arrangements to spend time attending a class, visiting with your professor or meeting with a coach.
- An Open House with our friendly and talented students, professors and admission staff. We'll answer your questions about the admission process, financial aid and the Elmhurst experience.

Register for your visit online at [elmhurst.edu/visit](http://elmhurst.edu/visit).

Sincerely,

Stephanie Levenson  
Executive Director of Admission