



##PrefName##,

We know it's controversial: fruit on pizza? Hey, the heart wants what it wants!

It's the same with college. At Albright College, you are the creator of your education.

First, start with a solid tradition in liberal arts education. **Then**, top that with one, two, or three co-majors—your choice, make it extra cheesy! **Sprinkle** on something from our more than 60 clubs and organizations, or spice it up with a trip abroad or an internship that could get your career started. Then, **toss it on slow fire** for about eight semesters. You are done!

Whether you want pineapple on your education or not, ##PrefName##, at Albright, you can do it all! Enjoy every slice!

Take the next steps today, ##PrefName##.

LET'S COOK UP THE FUTURE

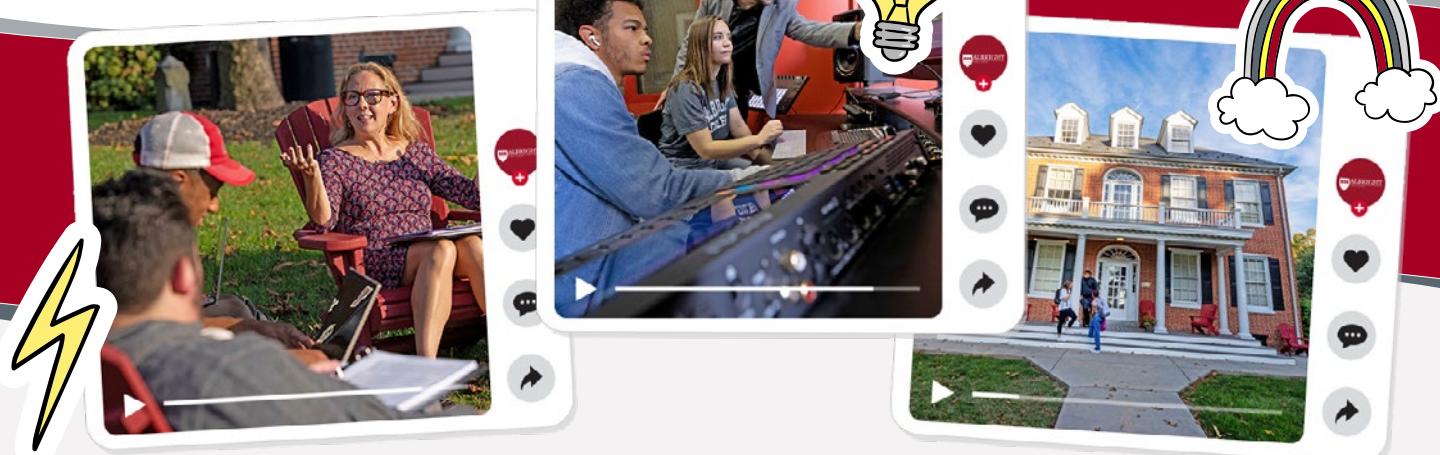
1. YIELD GENERAL EMAIL NUMBER ONE
Yield Campaign (CY 22/23)

Subject Line One: Do you put pineapple on your pizza, ##PrefName##?

Preview Line Text: We all want an experience that's personal and authentic to us, whether we are talking about pizza or college!

Alt Image Text: Students engaged in academics/campus life activities, all smiling

Button: Let's Cook Up the Future fueleyourfuture.albright.edu/JacquiElliott



##PrefName##,

You think you know what's ahead, but everything you think you know about college is about to change.

MYTH: You choose one major in college and base your career on it.

TRUTH: Nope. At Albright, you can **combine majors** that inform your career choices but don't dictate them. You can still be anything you want to be, but you are better informed and have a supportive network of faculty and alumni behind you.

MYTH: Learning happens in the classroom. Everything else is student life and activities.

TRUTH: Albright students spend **at least 25% of their learning experience outside of the classroom** conducting research, attending events, and participating in performances, all as a part of their educational requirements.

MYTH: Dorms are old and boring; nobody wants to live on campus.

TRUTH: Albright's residence halls are active spaces for living and learning. Have you seen our **apartment-style halls** or **affinity housing options**? Click the button below to check them out!

We are Lions, so we do everything in style. Welcome to the family, ##PrefName##.

FIND MORE TRUTHS

2. YIELD GENERAL EMAIL NUMBER TWO

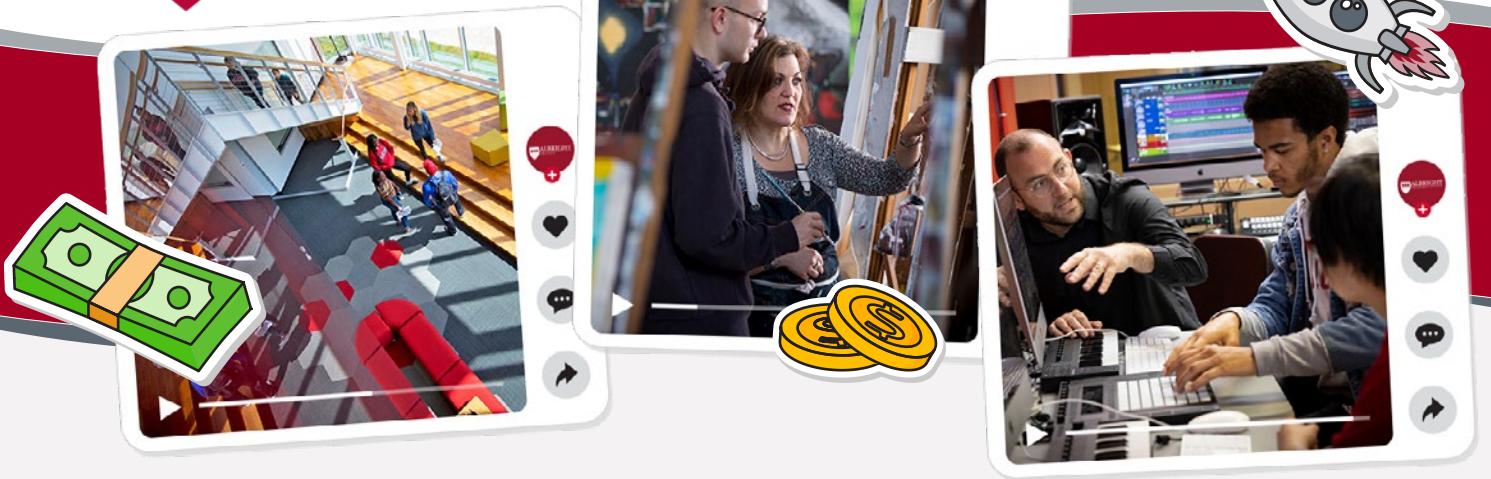
Yield Campaign (CY 22/23)

Subject Line One: We are on top of the food chain, ##PrefName##, and we know it!

Preview Line Text: Lions just do things better. Especially Albrightian Lions!

Alt Image Text: Students around campus engaged in campus activities

Button: Find More Truths fuelyourfuture.albright.edu/JacquiElliott



##PrefName##,

When you join the Lion fam, you are one of us. And we look after our own.

For over 150 years, Albright College has worked hard to provide a high quality education that's affordable and accessible to our students. Our tuition is among the lowest for private colleges in Pennsylvania, and each year we award millions in scholarships to our incoming students.

Have you received your financial aid package yet? If not, make sure to submit your FAFSA to Albright, and you will. Our FAFSA code is **003229**.

Let's get you ready for arrival. Find out more below!

READY TO ROAR!



1621 N. 13th Street,
Reading, PA 19604
610.921.2381
Reading, N. 13th and Bern Streets

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3. YIELD GENERAL EMAIL NUMBER THREE

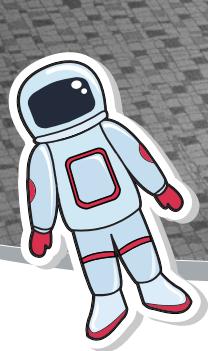
Yield Campaign (CY 22/23)

Subject Line One: Let's keep it in the family, ##PrefName##

Preview Line Text: Lions stay together and watch each other's back. At Albright, we do the same.

Alt Image Text: Students talking to faculty

Button: Ready to Roar! fuelyourfuture.albright.edu/JacquiElliott



Have you ever met someone so different from you it felt like they were from another world, ##PrefName##? What did you learn from them? What did you teach them?

At Albright College, we are all about building a global community of scholars. Our students hail from all over the world, and **41% are from out of state.** When you move in on campus, chances are you will encounter someone coming from a **completely different experience and background.** Your roommate might be a swimmer from Botswana or a New Jersey native for whom English is a second language with a co-major in finance and French. Imagine the late-night conversations in a residence hall room, where you travel the world through their eyes. And they get to know it through yours.

College is about discovery, ##PrefName##, and discovery begins with you.

Take your next steps to Albright today.

MEET YOUR NEXT BEST FRIEND

4. YIELD MINDSET 1 EMAIL NUMBER ONE
Yield Campaign (CY 22/23)

Subject Line One: Bringing the world to you, and you to the world

Preview Line Text: At Albright College, you are a part of a global community, ##PrefName##. You can't get bigger than that!

Alt Image Text: Students on trips abroad/interacting in large groups of diverse students

Button: fuelyourfuture.albright.edu/JacquiElliott



##PrefName##,

We all know how hard it is to start over. You move to a new place, start college on a new campus, and, at first, you don't know anyone.

But then you attend **Albright's New Student Orientation**. First, the summer foundations program, and then the Fall Welcome Weekend—two events specially designed to get your college adventure launched right. Suddenly, you find familiar faces in the crowd. Other new Albrightians, just like you, are finding friends and seeking you out. On a small campus, it's easier to find out who you are and where you fit in.

Hear it straight from one of our students: [INSERT VIDEO HERE?]
<https://www.youtube.com/watch?v=BjT0y4kz43Y>

There is no doubt, ##PrefName##. Your journey begins here!

LET'S GET STARTED!

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5. YIELD MINDSET 1 EMAIL NUMBER TWO

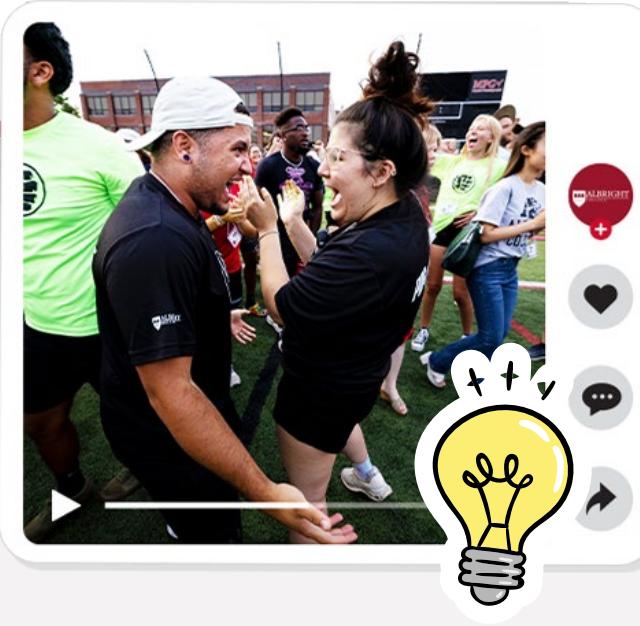
Yield Campaign (CY 22/23)

Subject Line One: Be the big fish, ##PrefName##. Find yourself at Albright.

Preview Line Text: Discovering your place can be powerful and empowering. But you don't have to do it alone!

Alt Image Text: Students around campus/helping each other

Button: fuelyourfuture.albright.edu/JacquiElliott



##PrefName##,

Coming home to Albright College means coming home to Reading, PA. Our location is as much a part of the Albright experience as anything else on campus.

Voted one of the top 100 places to live in the U.S., Reading is an ideal city for a college town setting. Let's say you are done with classes and making plans for the weekend:

- If you are into the arts and music, there is a festival to check out year-round.
- Sports fan? No problem—ice hockey and minor-league baseball teams both have their home arenas in Reading.
- Or, if you simply enjoy the great outdoors, you can take off for the day and explore the 125 miles of hiking and biking trails or go underground in Crystal Cave.

Reading is also centrally located near three buzzing metropolitan areas: New York, NY; Philadelphia, PA; and Baltimore, MD/Washington, D.C. In about three hours in any direction, you will be surrounded by the sounds, sights, and activities of a big city.

Head on home, ##PrefName##. We are ready to welcome you at Albright.

CLICK FOR DIRECTIONS

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6. YIELD MINDSET 1 EMAIL NUMBER THREE

Yield Campaign (CY 22/23)

Subject Line One: Location, location, location—there is nothing like it, #PrefName##!

Preview Line Text: When you are in the right place, you just know it. And we made sure that Albright College is the right place.

Alt Image Text: Scenes from around campus/local town of Reading, PA

Button: fueyourfuture.albright.edu/JacquiElliott



##PrefName##,

At Albright, we don't just do academics. We create academics. We innovate in ways that enable you to build your own future the way you want it to be.

Not to mention, we are very good at it!

Did you know we have a **program dedicated to student research** that allows you to apply for up to \$3,000 in funding to get your own research started? Do you have something you have always wanted to know more about? Like what perception piercings and tattoos have in society, or maybe how to re-design fashion sustainability? How to help individuals on the Autism spectrum with VR technology, or how children and adults cope with life after trauma?

The ways you can impact the world are endless, and we are here to support you through it from the very beginning.

With you, the future is all bright!

FIND YOUR WAY TO ALBRIGHT

7. YIELD MINDSET 2 EMAIL NUMBER ONE

Yield Campaign (CY 22/23)

Subject Line One: See the future. Be the future. IYKYK.

Preview Line Text: Academics means something completely different at Albright College, ##PrefName##.
Want to find out?

Alt Image Text: Students in classroom activities

Button: Find Your Way to Albright fuelyourfuture.albright.edu/JacquiElliott



##PrefName##,

When you learn from the best, you know how to be the best! At Albright, students don't just graduate with a major. They graduate with an **academic preparation that prepares them for what's beyond:** grad school or starting a career—whatever road awaits you—we help you pack accordingly.

It's no wonder we were voted among the Best Colleges in the Northeast in 2022 by the *Princeton Review* and a Top National College by the *Wall Street Journal/Times Higher Education 2022*. Our numbers speak for themselves:

- **90% medical school** acceptance rate
- **98% teacher placement** rate
- **100% chemistry placement** rate!

What does that mean to you? Whatever academic path you choose, at Albright, you are working on training for a future of adventure and success. And we got your back!

GET THE BEST!

8. YIELD MINDSET 2 EMAIL NUMBER TWO Yield Campaign (CY 22/23)

Subject Line One: Get your team together, ##PrefName##, grad school is calling!

Preview Line Text: Frodo had Gandalf, and Skywalker had Obi-Wan. We all need a support system!

Alt Image Text: Students in academics setting

Button: Get The Best! fueyourfuture.albright.edu/JacquiElliott



##PrefName##,

What would you say if I told you that your academic experience in college does not have to be the same as everybody else's? What if you could **create your own major**, participate in an Honors program that helps you **develop the right skills for a successful career** in any industry or field, or dive into **research that motivates you** and receive support and direction while also getting to present campus-wide?

We re-envisioned academics for the real world. Our students pursue their passions but **always with a purpose:** changing their communities.

Let's get you started, ##PrefName##.

ACTIVATE PURPOSE HERE

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9. YIELD MINDSET 2 EMAIL NUMBER THREE

Yield Campaign (CY 22/23)

Subject Line One: Let's do the Honors, ##PrefName##

Preview Line Text: You have always known you wanted to do more with your classes, right? At Albright, you can!

Alt Image Text: Students in classroom setting

Button: Activate Purpose Here fuelyourfuture.albright.edu/JacquiElliott



##PrefName##,

We know research shows that a college degree increases your chances of getting a good job. However, the **right college degree can get you into the career field of your choice** AND help you grow. This is what Albright is here to do for you.

Albright College was ranked #14 in the US for Social Mobility in 2022 which means we support students from all backgrounds equally on their quest for a better life for themselves and their communities.

At Albright, you will engage the world in ways that prepare you for making an impact.

Create. Innovate. Graduate. Are you ready?

I'M READY TO GROW!

10. YIELD MINDSET 3 EMAIL NUMBER ONE

Yield Campaign (CY 22/23)

Subject Line One: Your future is *all* bright, ##PrefName##. Get ready to take on the world!

Preview Line Text: At Albright College, we focus on career paths and changing the world. Are you in?

Alt Image Text: Students in experiential learning environments

Button: I'm Ready To Grow! fueleyourfuture.albright.edu/JacquiElliott



##PrefName##,

When it's all said and done, college is what you make of it. At Albright, our students happen to make a lot. Research shows that earnings for Albright graduates far outpace the median **earnings of all private, public, and for-profit institutions across the country.**

Let us put this more concretely: the average ROI for an Albright graduate over 40 years span is almost \$120K more than the median for all other private colleges. This is huge!

It's no accident! After graduation, Albright students forge their educational paths into successful careers that allow them to both **pursue their passions and be compensated accordingly.** You can find Albrightian Lions in the public or private sector as community leaders, teachers, entrepreneurs, or health professionals. Wherever they are, they agree that their experience at Albright helped them reach their goals.

Are you ready to start your journey to that future, ##PrefName##?

READY TO ROAR



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11. YIELD MINDSET 3 EMAIL NUMBER TWO

Yield Campaign (CY 22/23)

Subject Line One: Don't forget the bottom line, ##PrefName##

Preview Line Text: College is about experiences, but it's also about getting ready for a career. How do we do that?

Alt Image Text: Students at career events/environments

Button: Ready to Roar fuelyourfuture.albright.edu/JacquiElliott



##PrefName##,

You never know where one day of your life can take you.

If you ever meet Cierra Reichert '21, she might tell you the story of the day she interviewed for an internship position as a staff accountant with The Loomis Company. Encouraged by her accounting professor, Dr. Gertrude Eduae-Obazee, Cierra applied for the internship at the end of her sophomore year. She received a call merely two hours after the interview—she had gotten the **very competitive internship offer!**

But this is not the end of the story. At Loomis, Cierra got **first-hand experience in what it means to work in accounting**, including working with The Loomis Company's CFO and Albright Alumnus Christ Barto '88. Less than two years later, before she had even graduated with her bachelor's degree, Cierra had **two full-time job offers to consider**. One of them, of course, from The Loomis Company.

One chance can change your life, ##PrefName##. Take a chance on yourself today!

LET'S GO!



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12. YIELD MINDSET 3 EMAIL NUMBER THREE

Yield Campaign (CY 22/23)

Subject Line One: Let's get your hands dirty, ##PrefName##, and we mean right away!

Preview Line Text: Some of our internships keep your hands clean. But the experience will still help you grow!

Alt Image Text: Students participating in hands-on experiences

Button: fuelyourfuture.albright.edu/JacquiElliott