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QTY: 50

Referral Postcard

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Referral Email Templates

Audience: Current Students (Taken at Least 3 Courses)

Date:

Subject: Refer a Friend or Colleague

Pre-Header:

Dear {Name},

At University of Denver's University College, we take great pride in the impact our students have on their communities, and we want the ripple effect to continue. If you've found your experience valuable and productive, we hope you'll consider referring a friend, colleague, or family member to apply (for free!). Share the power of education and refer a contact to begin their DU journey! Once they enroll and attend a University College course, you'll receive a token of our gratitude.

CTA: [Refer a Contact](#)

P.S. Want to share more about your experience? [Submit a testimonial!](#)

Audience: Recent Graduates

Date: 10-Week Conferral Period

Subject: Refer a Friend or Colleague

Pre-Header:

Dear {Name},

Congratulations on becoming an alumna/us of the University of Denver! You're joining a global alumni network of more than 140,000. At University of Denver's University College, we take great pride in the impact our students have on their communities and chosen fields, and we want the ripple effect to continue. If you found your experience valuable, we hope you'll consider referring a friend, colleague, or family member to apply (for free!) to a University College program.

Share the power of education and refer a contact to begin their DU journey! Once they enroll and attend a University College course, you'll receive a token of our gratitude.

CTA: [Refer a Contact](#)

P.S. Want to share more about your experience? [Submit a testimonial!](#)

Audience: Alumni (Need to Exclude Recent Graduates)

Date: Fall

Subject: Refer a Friend or Colleague

Pre-Header:

Dear {Name},

At University of Denver's University College, we take great pride in the impact our students and alumni have on their communities and chosen fields, and we want the ripple effect to continue. If you found your experience valuable, we hope you'll consider referring a friend, colleague, or family member to apply (for free!) to a University College program.

Given your role as an alumna/us, you have unique insight into the University College experience – and we hope you'll share that message with your network! Share the power of education and refer a contact to begin their DU journey. Once they enroll and attend a University College course, you'll receive a token of our gratitude.

CTA: [Refer a Contact](#)

P.S. Want to share more about your experience? [Submit a testimonial!](#)

Audience: Adjunct Faculty

Date: Winter

Subject: Refer a Contact from Your Network

Pre-Header:

Dear {Name},

At University of Denver's University College, we take great pride in the impact our students have on their communities and chosen fields, and we want the ripple effect to continue. Consider referring a member of your network to apply (for free!) to a University College program and help make a positive impact.

As you may know, referrals make up a significant portion of our applicants, proving the power of a recommendation from a peer or mentor. Given your role as an adjunct faculty member, you have unique insight into the University College experience – and we hope you'll share that message with your network! Refer a contact to begin their DU journey and once they enroll and attend a University College course, you'll receive a token of our gratitude.

Thank you for being a valued member of our community!

CTA: [Refer a Contact](#)

Audience: Advisory Board Members

Date: Spring

Subject: Refer a Contact from Your Network

Pre-Header:

Dear {Name},

At University of Denver's University College, we take great pride in the impact our students have on their communities and chosen fields, and we want the ripple effect to continue. Consider referring a member of your network to apply (for free!) to a University College program and help make a positive impact.

As you may know, referrals make up a significant portion of our applicants, proving the power of a recommendation from a peer or mentor. Given your role as an advisory board member, you have

unique insight into what goes into shaping the University College experience – from the career-focused curriculum to the hand-picked professional practitioners who lead our courses. Refer a contact to begin their DU journey and once they enroll and attend a University College course, you'll receive a token of our gratitude.

Thank you for being a valued member of our community!

CTA: [Refer a Contact](#)