



# emotional much?

increase response with thoughtful & targeted messaging

a case study featuring

***Phoenix Collegiate Academy***

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## organization



PHOENIX Collegiate ACADEMY

**Phoenix Collegiate Academy** is a nonprofit 501(c)(3) A-rated charter school located in South Phoenix.

PCA's mission is to prepare students 4<sup>th</sup> to 10<sup>th</sup> grade to succeed in college and be leaders in our community.

PCA creates hope and fulfills dreams. They are changing the future for their families and the face of our community for years to come.

Because of their amazing mission, we were super excited to work with them on building enrollment.

## challenge

PCA knew that to succeed in boosting enrollment, they needed to reach South Phoenix families with school-aged children. One of the biggest challenges they faced was the fact that many parents didn't understand that a charter school education is FREE.

### ***Who doesn't love FREE?!***

In order to share the PCA story, families and student were invited to attend a series of open houses. At the events, PCA planned to communicate the unique opportunities available at the school in order to enlighten parents to the resources available for their children at no cost. Most importantly, parents and families had no idea that, because of the close-knit, family-like environment at PCA, students were succeeding in every subject.

PCA felt strongly that if the parents and students would come to an open house the likelihood of registering was literally 100%.

We couldn't argue with a stat like that! So we set about in search of the perfect solution — and it turns out, that solution was all about the feels!



## objectives

- *Recruit 87 new students to the school by creating an effective recruitment strategy that would replace and relieve staff from a past door-to-door summer campaign*
- *Recruit through a series of open house receptions for prospective students and their families*
- *Brand content and imagery for the campaign to current logo*

***Let's get to the heart of the matter!***

## solution

What better way to get more enrolled students than to tug at the heartstrings of their parents? Specific and emotionally laden messaging concepts were developed in alignment with PCA's mission. The designs were created to inspire parents' dreams for their children and families.

The theme of *My Hopes, My Dreams, My Family* was illustrated with a PCA parent's testimonial and photograph. The story and tagline theme was consistent on all of the campaign elements. In addition, a branded email masthead was developed for online communication and follow-up.

The open house invitation letter was created in both Spanish and English and was highly personalized by student name, grade they're entering and year of potential college graduation.

Additional campaign collateral materials were also created, including building banners, bumper stickers, fact sheets, handout recruitment flyers and yard signs.

A second and more urgent direct mail follow-up was sent to non-responders. This direct mail piece was also highly personalized. This time the personalized elements included exactly how many seats were left in the student's grade level. The parents were also invited to choose from three open house dates.

Branding was consistent and all copy was intensely personal, emotionally appealing, recipient oriented and benefit driven.

*The marketing pieces that your team has created brought in over 183 students who are now going to be on a path to college in a way that is real.*

-Rachel Bennett Yanof, Executive Director

## results

Original student recruitment goal was 87 students...

**ACTUAL  
ENROLLMENT  
WAS  
183  
STUDENTS!**

**With  
90  
families  
attending  
the Open  
House  
events!**

**A+**

*That means we  
EXCEEDED the goal by*

**210%!**

*(Pat selves on back)*



**Plus!**

Allowed staff to refocus time spent recruiting door-to-door to helping students succeed

# oh, hey there!

Allow me to introduce myself...or should i say selves?  
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.  
Two is better than one, right? We like to think so.

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Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY  
& DESIGN



LEAD  
GENERATION



DONOR  
NURTURING

[thinkpixa.com](http://thinkpixa.com)



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



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PORTAL



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PRINT



DIRECT MAIL  
MARKETING

[pixadirect.com](http://pixadirect.com)

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