

Involve Nudges Form: Set up your campaign.

[Nudges](#) is a valuable add-on feature designed to boost student engagement through targeted texting campaigns. You will choose **four** of the following campaigns to [set up](#) and send! [Contact support](#) if you're interested in additional campaigns to your package!

Fill out this form when you are ready to send a campaign. Send your completed form to involve-support@moderncampus.com

Your Institution:

Portal Link:

Your Name:

Your Email:

Select your campaign:

[Event Attendance: Nudge Option 1](#)

Encourage students who have not attended recent events to download the mobile app and get involved.

[Event Attendance: Nudge Option 2](#)

Encourage students to get involved who have not attended recent events

[Event Attendance: Nudge Option 3](#)

Engage students who haven't been involved in the first 6 weeks of the semesters

[Event Attendance: Nudge Option 4](#)

Goal: Target all students or students who have not attended recent events to invite them to a specific campus event.

[Event Attendance: Nudge Option 5](#)

Encourage all students or students who have not attended an event recently to attend a Campus Involvement or Organization Fair

[Organization Involvement: Nudge Option 1](#)

Encourage students who are not a member of an organization to attend your campus organization fair/event.

[Organization Involvement: Nudge Option 2](#)

Encourage students who are not a member of any organizations to join a student Organization

[Organization Involvement: Nudge Option 3](#)

Remind officers to complete organization transition and update rosters. Sent to all officers of student organizations.

Autoresponder

The autoresponder will ensure students that respond to nudges understand that this is a 1-way texting service. All Nudges will be set up with an autoresponder using your school's name and portal link. To unlock the full power of 2-way texting, a Message license is required. Learn more here: <https://modern-campus.com/products/conversational-text-messaging-message.html>

Thanks for your reply! If you're interested in getting more involved at [School Name] make sure to visit [Portal Link]. This number isn't monitored by a real human 🤖

Event Involvement Nudges

Event Attendance: Nudge Option 1

Goal: Encourage students who have not attended recent events to download the mobile app and get involved.

Criteria:

- Have not attended event in 30 days
- Have not attended event in 60 days
- Have not attended event in 90 days
- Have not attended event in 120 days
- Have never attended an event

1. Initial Text :

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

👉 Looking for something fun to do after class? Check out the campus events going on this week! There's something for everyone. Bring your crew or meet some new people—either way, we'd love to see you there! 😊🎉 Find events and programs on the Modern Campus Involve mobile app. 📱 IOS: [LINK] Android: [LINK]

2. Follow-Up Text #1:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

[First_name], we haven't seen you at any events yet. Don't let the best part of college pass you by—campus events are where the fun happens! ✨ Whether it's music, free food, or just hanging out, these events are made for YOU. Get out there and make the most of it—you won't regret it! 🎉😄

3. Follow-Up Text #2

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

Hi [first_name]. Don't forget there are tons of programs on campus to match your interests. You can learn more at [Portal Name]:
[Portal Link]

4. Follow-Up Text #4:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

Hi [first_name], this is [Department] . We noticed you haven't attended any events recently. If you need help getting involved or have an idea for a new program, reach out to us at [Email Address]

If student attends an event

Hi [first_name]! Thanks for coming to [last_event_attended]. Don't forget you can find more upcoming events at [Portal Link] or download the Modern Campus Involve app.

Event Attendance: Nudge Option 2

Goal: Encourage students to get involved who have not attended recent events

Criteria:

- Have not attended event in 30 days
- Have not attended event in 60 days
- Have not attended event in 90 days
- Have not attended event in 120 days
- Have never attended an event

1. Initial Text:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

Hi [first_name], it's [School Name, Office Name, or Mascot Name]

! We haven't seen you at an event recently 😞. You can find upcoming events here [Portal Link] or in the Modern Campus Involve mobile app!

2. Follow-Up Text #1

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

Hey again [first_name]! Have you checked out the event calendar on [Portal Name] yet? Please respond YES or NO.

If **YES** response is: Awesome! We hope to see you at an event around campus soon!

If **NO** response is: No problem! You can see our event calendar at [Portal Event Page Link]

3. Follow-Up Text #2: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____

Attending events on campus is a great way to make friends and build connections on campus. Find something that sounds fun to you this week at [Portal Link]

4. Follow-Up Text #3: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

We still haven't seen you around at any events- tell us why! Reply A, B, C, or D.

- A) Too busy
- B) School work
- C) Don't know what to go to
- D) No events look interesting to me

If A) respond: We understand! When your schedule slows down a little, we'd love to see you at an event. You can find events happening all semester long at [portal link]

If B) respond: Academics should always come first! When you need a brain break, we'd love to see you at an event. You can find events happening all semester long at [portal link]

If C) respond: We can help with that! You can find all the events happening here: [portal link]

If D) respond: Bummer...but we do love student input! If you have an idea for an event or program, email us at [email address]

If student attends an event

Hi [first_name]! Thanks for coming to [last_event_attended]. Don't forget you can find more upcoming events at [Portal Link]
or download the Modern Campus Involve app.

Event Attendance: Nudge Option 3

Goal: Engage students who haven't been involved in the first 6 weeks of the semesters

Criteria: Students who have never attended an event or who have NOT attended any events since (MM/DD/YYYY) ____ / ____ / _____

1. Initial Text:

Send Date: (MM/DD/YYYY) ____ / ____ / _____ (HH:MM AM/PM) ____:____ ____

The first few weeks of the semester can be A LOT. Just remember that college is also about experiences! 🦋 Don't let FOMO get you – come to one of our upcoming events! You can find them all at [Portal Link] or on the Modern Campus Involve mobile app!

2. Follow-Up Text #1:

Send Date: (MM/DD/YYYY) ____ / ____ / _____ (HH:MM AM/PM) ____:____ ____

🦋 Need a breather from all that homework? ✨ You can find good vibes, great people, and maybe even free food at our upcoming events. It's time to take a break and enjoy college life to the fullest! 🧠

3. Follow-Up Text #2:

Send Date: (MM/DD/YYYY) ____ / ____ / _____ (HH:MM AM/PM) ____:____ ____

Campus life is what you make it, so why not make it unforgettable? ✨ There's always something happening, so take a break, grab some friends, and head to the next event. Whether [Event Example 1] or [Event Example 2] you won't regret showing up!

4. Follow-Up Text #3:

Send Date: (MM/DD/YYYY) ____ / ____ / _____ (HH:MM AM/PM) ____:____ ____

Alright, we get it—you've been busy, but we don't want you to miss out on all the excitement 😊

Take a break and come hang out—you might be surprised how much fun you have! 🍷 One more time...you can find all our events at [Portal Link] or on the Modern Campus Involve mobile app!

If student attends an event

Hope you had fun at [[last_event_attended]]! You can find more events like this at [Portal Link]

or on the

Modern Campus Involve app.

Event Attendance: Nudge Option 4

Goal: Target all students or students who have not attended recent events to invite them to a specific campus event.


Criteria:

Students who have NOT attended any events since (MM/DD/YYYY) ____ / ____ / ____

Send to all students

1. Initial Text:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____


 Hey [first_name], we've got something BIG happening on campus!


Join us for [Event Name]

—featuring **[3-5**

word activity description- examples: “free food”, “live music”, “inflatables and rides”, “raffles and free prizes,” etc.]

. It's going

to be a vibe—find more info here: [portal link]! 

 When: [Date and Time of Event]

 Where: [Location of Event]

2. Follow-Up Text #1:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____



 Ready for some fun?

[Event Name]

is going down on

[Event Date]

at [Event Location]

! Bring your friends, make some friends, and let the good times begin!   We'll see you there!

3. Follow-Up Text #2: (Must be Week of Event)

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 You're officially invited.

[Event Name]


is THE place to be this

[Day of Week]

. [3-5 word activity description- examples: “free food”,
“live music”, “inflatables and rides”, or “raffles and free prizes”]


—all happening right here on campus. ✨Let’s go! 🗨️

 *When:* [Date and Time]

 *Where:* [Location]

4. Follow-Up Text #3: (Must be day of event and prior to event start time)

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Today’s the day!

[Event Name]

kicks off at [Time]

in [Location]

—we hope to see you there! 🗨️

? Can’t make it? No worries, we’ve got more events coming up! Check out the full list here:

[Insert Portal Link] 

Event Attendance: Nudge Option 5

Goal: Encourage all students or students who have not attended an event recently to attend a Campus Involvement or Organization Fair

Criteria:


Students who have NOT attended any events since *Fill in date*

(MM/DD/YYYY) ____ / ____ / ____



Send to all students

1. Initial Text:


Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Hey [first_name], ready to kick off this semester in style?

The **[Name of your Involvement/Student Org Fair]**


is coming!  Come check out all the opportunities to get involved - this is your chance to find your people and passion  You can learn about all our groups before the event at [portal link]

 When: [Date & Time]


 Where: [Location]

2. Follow-Up Text #1:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Looking for a crew? The [Name of your Involvement/Student Org Fair]

is the perfect


place to connect with people who share your vibe. Whether you want to try something new or dive into a passion, this is your shot. 

 [Date & Time]

 [Location]

3. Follow-Up Text #2: (Must be day of event and prior to event start time)

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Today is the BIG day! The [Name of your Involvement/Student Org Fair]

is your ticket to

discovering all the ways to get involved on campus. We can't wait to see you there!

 [Date & Time]

 [Location]

Organization Involvement Nudges

Organization Involvement: Nudge Option 1

Goal: Encourage students who are not a member of an organization to attend your campus organization fair/event.

Initial Text:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

Hey [first_name], not in a student org yet? 🤔 No problem!

The [Name of your Involvement/Student Org Fair] is your chance to connect with groups that'll make your college experience unforgettable. Don't miss out—it's your time to get involved! 🚀

You can learn about all our groups at [portal link]



When: [Date & Time]



Where: [Location]

2. Follow-Up Text #1:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____



Your college journey isn't complete without a student org!

Come to the Involvement Fair and explore [number of tables: ex. 100+, dozens of]

to connect, learn, and have fun. Whether you're into [2-3 of your org categories. ex: gaming, culture, leadership]

or just

making friends, we've got you covered. 🤝



When: [Date]




Where: [Location]

Let's do this! 🤝

3. Follow-Up Text #2: (Must be day of event and prior to event start time)

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Today is the BIG day! The [Name of your Involvement/Student Org Fair]

is your ticket to

discovering all the ways to get involved on campus. We can't wait to see you there!

 [Date & Time]

 [Location]


Organization Involvement: Nudge Option 2

Goal: Encourage students who are not a member of any organizations to join a student Organization

1. Initial Text:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Hey [First Name], college is more than just classes!

Want to meet new people, build your resume, and have fun all at once? Joining a student org is the way to do it! ✨ Explore tons of options here: [Portal Link] 

2. Follow-Up Text #1:


Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

✨ What's your thing?

Whether you're into [2-3 of your org categories. ex: sports, arts, volunteering, etc.] or just hanging out, there's a student org for YOU. Plus, joining one is the best way to make friends and boost your college experience! Check them out: [Portal Link]

3. Follow-Up Text #2:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____


 Haven't joined an org yet?

You're missing out on cool events, meaningful experiences, and opportunities to connect with people who share your interests! Don't wait—check out what's available and make this year awesome.



 [Portal Link] 

4. Follow Up Text #3:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 What are you waiting for?

There's a student org waiting for YOU! Don't miss out on networking, leadership opps, and amazing experiences. This is your chance to make college unforgettable.


 Sign up here: [Portal Link] 


Organization Involvement: Nudge Option 3

Goal: Remind officers to complete organization transition and update rosters. Sent to all officers of student organizations.

1. Initial Text

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Hey [first_name], it's that time of year!


Don't forget to complete your Organization Transition to re-register your student org and update all your information by [Due Date]!  It's quick and easy. Contact

[Office Name, Staff Name, or Email Address]



with any questions. Transition your org here [Admin Dashboard Portal Link]

2. Follow Up Text #1:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____


 Reminder: still need to transition your student org?

The Organization Transition process ensures your org stays active, updates your officer and member list, and more. Don't wait—complete it today!



 [Admin Dashboard Portal Link] 

3. Follow Up Text #2:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

 Time's running out!

Your student org needs to complete the Organization Transition by [Deadline].

Complete now to keep your org active and continue enjoying all the awesome perks next year!  Start here: [Admin Dashboard Portal Link] 

4. Follow Up Text #3:

Send Date: (MM/DD/YYYY) ____ / ____ / ____ (HH:MM AM/PM) ____:____ ____

✦ Final call!

The Organization Transition deadline is [Deadline Date] ! ⌚ Keep your student org registered and ready for next year—don't lose your spot or access to resources.

Complete the process ASAP: [Admin Dashboard Portal Link] 🔗