**Sample Radius Campaign Timeline**

DATE SENT TOPIC/CALL TO ACTION

Early Aug Remind about upcoming information sessions, reminder about application opening Fall

Early Sept Link to alumni spotlight blog + application reminder opening Oct 1

Late Sept MPA/application FAQS/ application reminder opening Oct 1

Oct 1 Application open alert + additional information about upcoming info sessions/gradfairs

Mid Oct Common characteristics of students admitted to the MPA program + info ses reminder

Early Nov Application FAQs/Student spotlight

Mid Nov Alumni spotlight/info session reminder

Early Dec Info session reminders

Mid Dec Happy Holidays from MPA

Early Jan Happy New Year from MPA + Less than 30 days to go! Apply now

Mid Jan Reminder of priority deadline + Financial aid info

Late Jan Last call reminder + FAFSA reminder

Early Feb Announcing 2nd round + financial aid

Mid Feb Alumni spotlight + reminder about 2nd round