

PERSONALIZED FINANCIAL AID AWARDS PACKAGE

COMMUNICATE THE TRUE VALUE OF YOUR INSTITUTION AND MOTIVATE FAMILIES TO ENROLL

Many families prioritize the perceived value and affordability of a college or university above nearly all other factors. We've developed a package that allows you to drive home that your institution is worth the investment, while also making it easier for families to grasp the finer points of their admitted student's financial aid and scholarship offer.

This attention-grabbing, stylized piece uses variable data integration technology to communicate the complex details of an individual's financial package in an easy-to-understand format. With an attractive on-brand design, the piece also features additional messaging that positions your school as an economical choice, along with a prominent call-to-action that encourages the recipient to submit an enrollment deposit. For maximum impact, we'll provide both a printed mailer and a personalized PDF for each student. Plus, you can decide which of our three options best suits your needs and budget.

If you feel like your financial aid award statement is as dry and complex as the Department of Education regulations, then Spark451's full-color, personalized digital and printed solution will set your school apart.



A SOLUTION THAT'S PROVEN TO SUPPORT YIELD

Extreme Personalization

A vast array of personal data points inserted throughout a piece makes it easier than ever to deliver individualized documents for your entire admitted pool.

Clear Data Presentation

Using advanced variable data integration technology, we make it easier for recipients to understand complex information in an attractive, on-brand presentation.

Compelling Visuals

Complement your existing brand and increase engagement by pairing critical information with powerful imagery and visual themes.

Online Hosting

Spark451 hosts each personalized piece—in its entirety—online with a personalized URL (PURL) for electronic distribution.

Tiered Options

Our pieces are offered in three different tiers of complexity so you can choose a solution with the right length, depth, and size to suit your specific institution's needs and budget.

À La Carte or All Inclusive

You have the option to send this piece on its own or as an integrated component of our tested and proven admitted yield campaign package.

VARIABLE DATA INTEGRATION FINANCIAL AID MAILER

BOOST YOUR YIELD AND CONVEY AFFORDABILITY AT A PERSONAL LEVEL.

Start Planning



Printed Mailer	BASIC	ENHANCED	PREMIUM
Description	Self-mailer: 4-page folded brochure	Self-mailer: 8-page bound brochure	Envelope package: Single-pocket folder and an 8-page bound brochure in a standard, oversized window envelope
Personalized Fields	Up to 8	Up to 12	Up to 20
Full Color	✓	✓	✓
Mailing	Up to 2 drops	Up to 2 drops	Up to 3 drops



Digital Supplement <i>(included with all printed mailers)</i>	BASIC	ENHANCED	PREMIUM
Fully personalized PDFs labeled with student's name	✓	✓	✓
Incorporated links to your financial aid portal, where students can accept their awards	✓	✓	✓
Secure online file hosting	✓	✓	✓
Personalized URLs (PURLs) to individual student files	✓	✓	✓
PURLs shared with your institution for e-communication delivery (or Spark451 handles delivery as needed)	✓	✓	✓
Deployment	Up to 2 drops	Up to 2 drops	Up to 3 drops
Analytics on opens and downloads	✓	✓	✓