



**Rebecca, in today's economy you can't afford NOT to get the skills you need.**

Sinclair's low tuition and convenient locations plus online degrees save you money, gas and time!

Getting the advanced training you need for today's high paying jobs is as easy as...

1 Apply 2 Review 3 Register

**Sinclair Community College**  
444 West Third Street  
Dayton, Ohio 45402-1660

Nonprofit Org  
U.S. Postage  
PAID  
Dayton, OH  
Permit no. 149

To get started on a successful future call Ted Sampson:  
**(937) 512-2232**  
or  
**Apply Now** [www.sinclair.edu/](http://www.sinclair.edu/)

**"My name is Rebecca and I made the decision to change my life by enrolling at Sinclair."**

**Sinclair Community College.**

*Fall 2008*  **REGISTER NOW!**  
*Classes begin September 8*

**Results**

Gained 190 new prospective students.

**Campaign Objective**

To increase enrollment of lower income adults between 25-45 years old.

**Concept**

- Create an empowering and encouraging message in a way that allows the recipient see themselves succeeding.
- Large format high-quality glossy postcard. Recipients' name was used three times on the piece.
- A special website URL was created for tracking.

*"Our personalized url capabilities allow us to intelligently track and improve response rates"*

*Cindy Woodward  
President, Early Express Inc.*

1333 East 2nd Street  
Dayton, Oh 45403  
ph 937 • 223 • 5801  
earlyexpress.com

