

UP NEXT

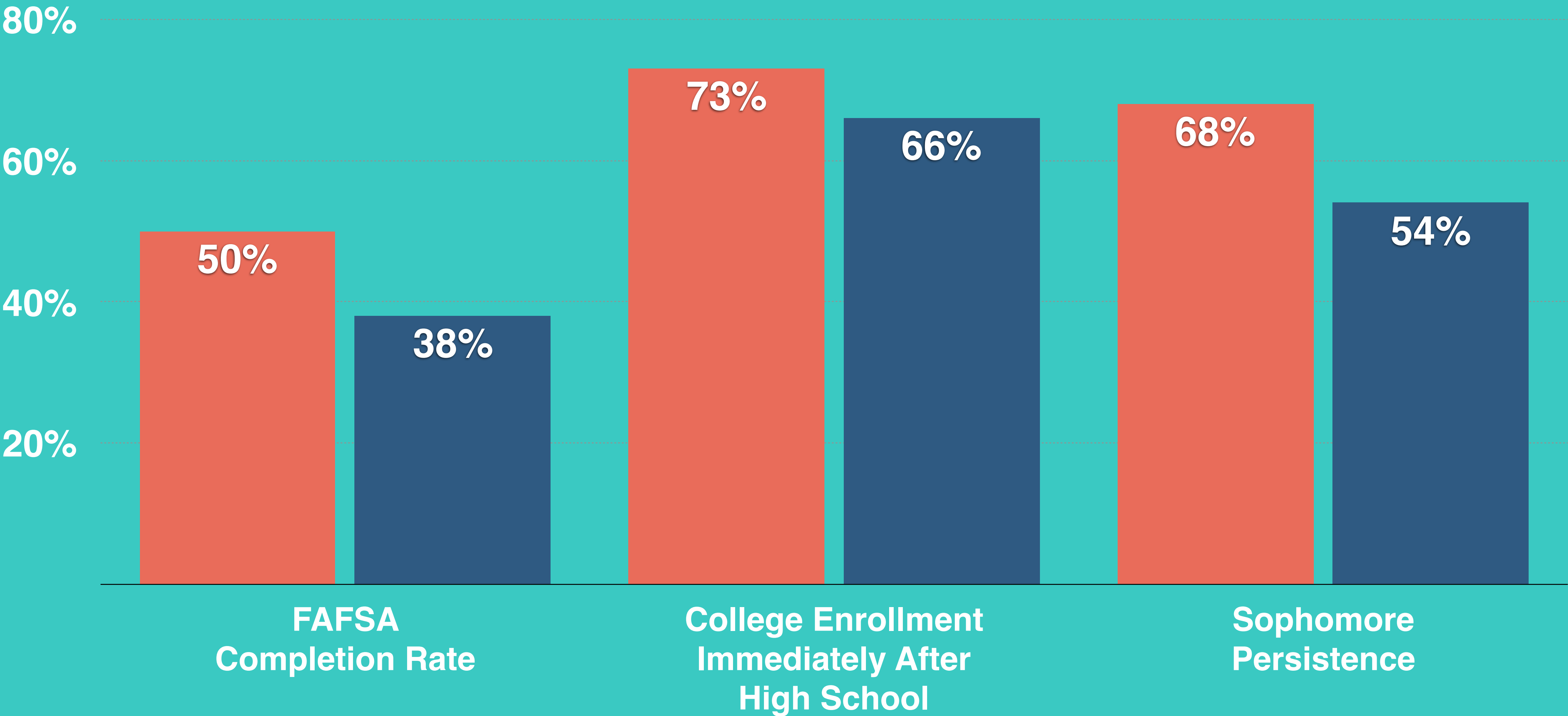


REACH HIGHER
Complete your education. Own your future.

BETTER
MAKE ROOM

Results, results, results.

Received texts Did not receive texts





Reach Higher's text messaging tool — Up Next — sends students text messages about applying for college, receiving federal student aid, and paying back student loans after graduation.



Michelle Obama & Youth Influencers



UP NEXT

Engagement

96,214

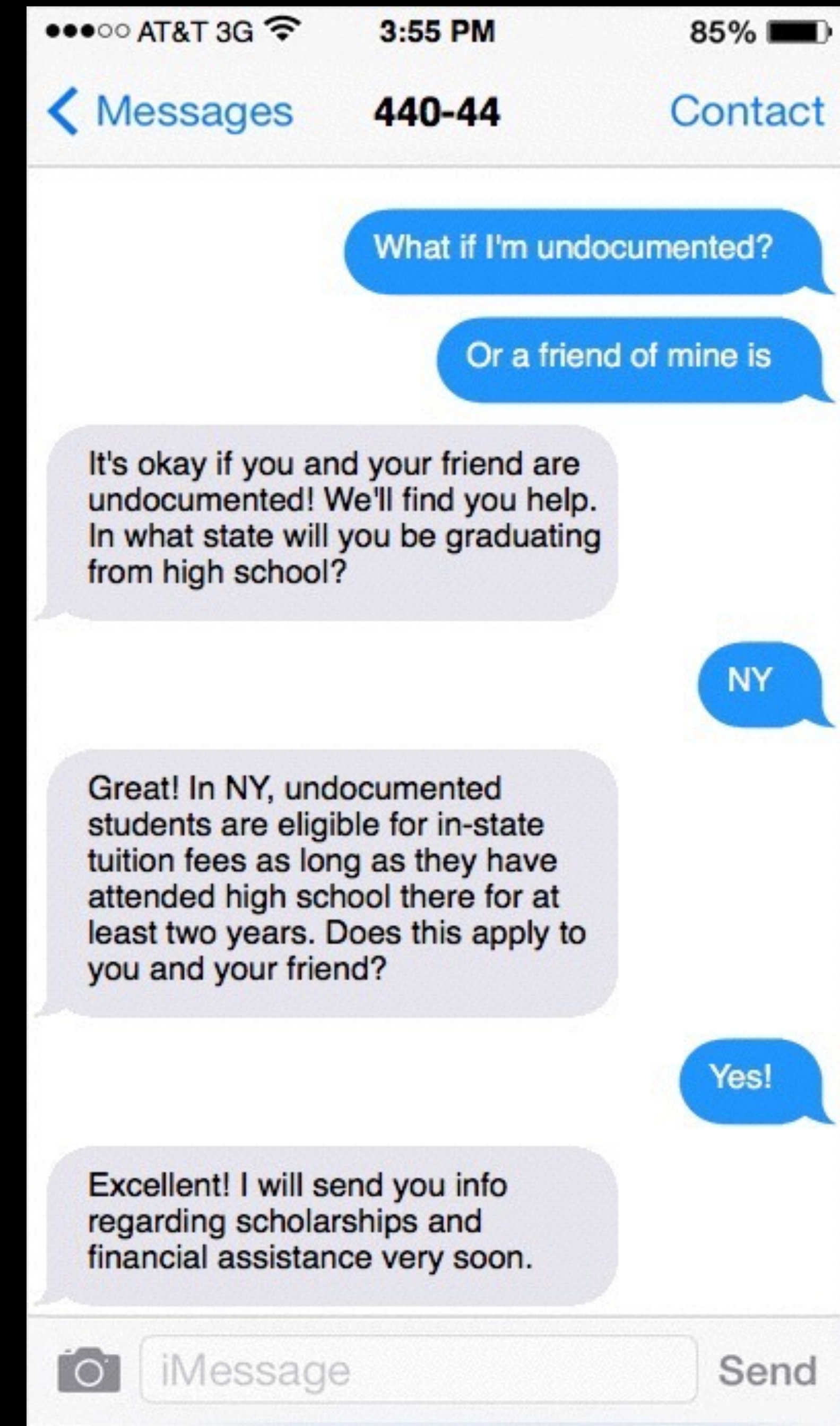
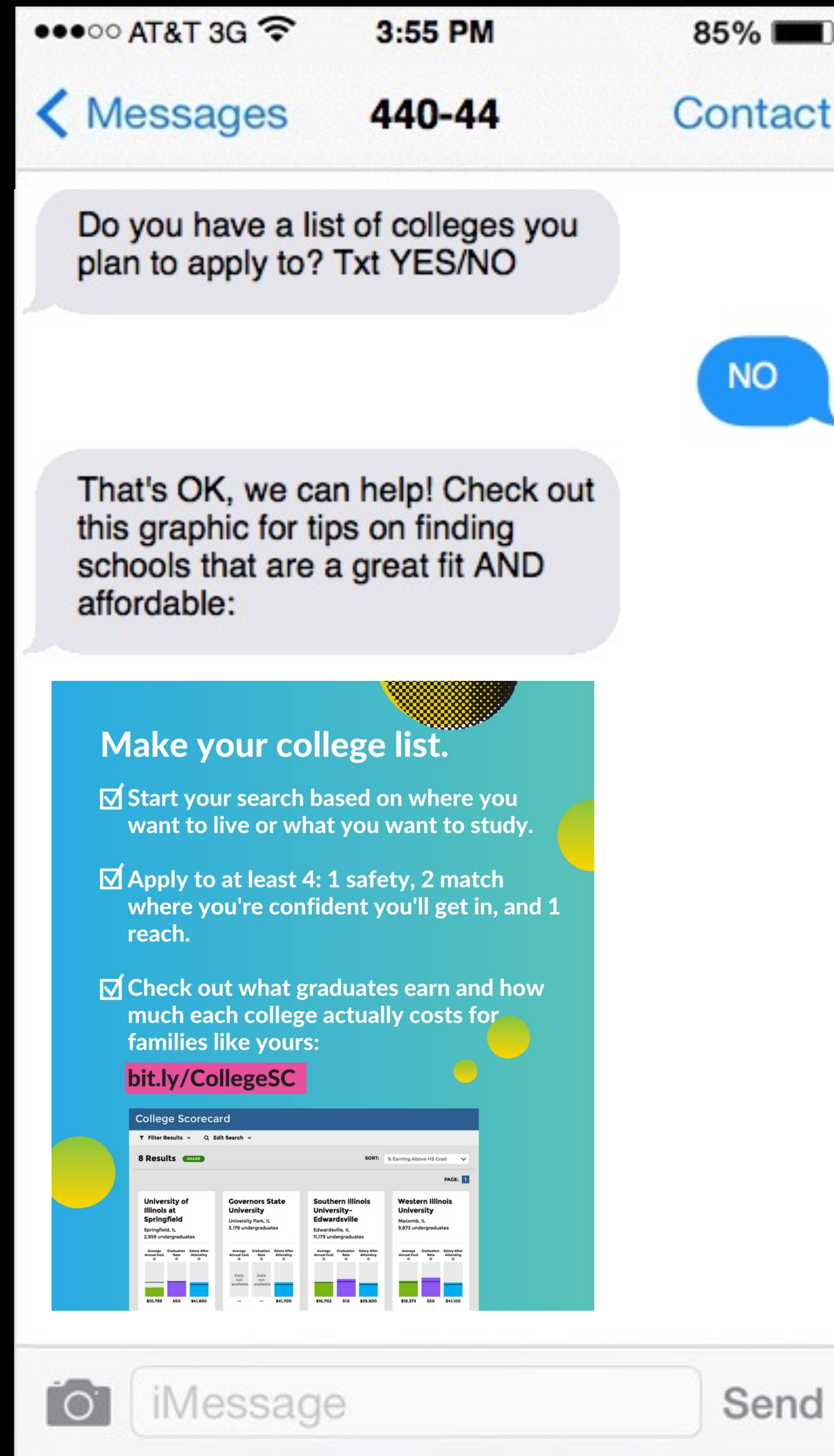
Individuals enrolled

1,257,377

Messages sent

48.9%

Student engagement rate



Guidance, advice, reminders. Preparing the next generation for what's Up Next.

Hi! There are thousands of colleges in the country, so there is bound to be a good fit for you. Have you started your college search? **Reply YES or NO**

Exams like the SAT or ACT help colleges learn about you and are required for application to many schools. Have you taken the SAT/ACT? **Reply YES or NO**

Hi again! Ready to start on FAFSA? Next step is to set up your FSA ID. Do you already have an FSA ID? **Reply YES/NO/NOT SURE**

Like a college-support genie in the pockets of every young person in America, Up Next sends text-based messages about things like applying for college, filling out the FAFSA and paying back your student loans after graduation.

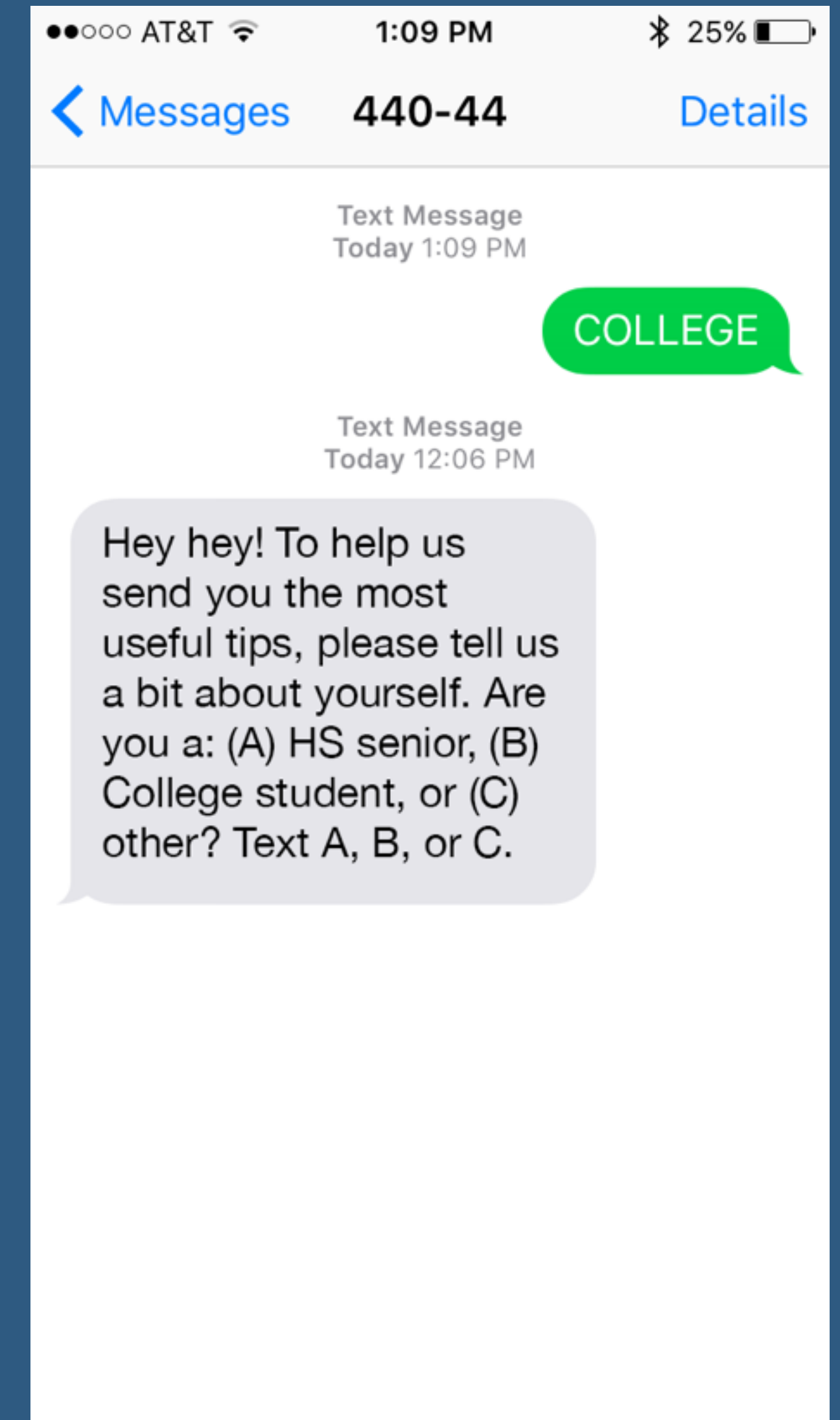
We're launching three campaigns for Fall 2017.

- High school seniors (guide students around college search, FAFSA completion, and college applications)**
- Current college students (guide students around the transition to college, making use of campus resources, and FAFSA renewal)**
- College grads (guide students to make informed loan repayment decisions)**

How does sign up work?

Students will be able to sign up by texting “COLLEGE” to a TBD phone number (we’re no longer using 44044 in 2017).

At that point, we’ll ask them a series of short, onboarding questions that help us gather their info and tailor ongoing content for them.



How you can support!

You can get involved by:

- Partnering with us directly! If you already implement a texting program, we can offer a steep discount along with Mrs. Obama's established brand and strong outputs.
- Agencies, schools and associations can promote Up Next to their members to promote to students. We'll provide agencies the assets they need to do so.



If you don't currently provide a texting program due to lack of funds, we will provide our texting services for FREE to your students.

Thank you.

With your help, we can help America's young people achieve a brighter future through higher education.

For more information, please contact:

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