

DIRECT

YEARBOOK

EDITION

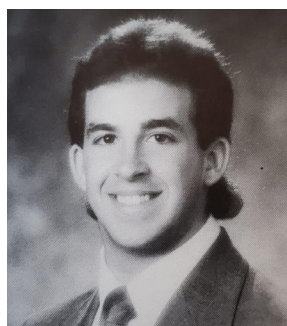
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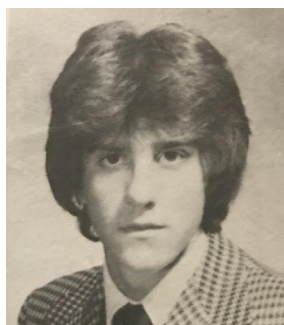
We know how difficult this time is for the Class of 2020 and their friends and family members. We want to celebrate the graduating seniors in our own way by dedicating this Yearbook Edition of Direct Hit to the Class of 2020. We hope this edition will put a smile on your face and help you find some fun ways to celebrate your accomplishments. Congratulations Class of 2020!



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Team Treats



GRADUATION PARTY PUNCH

With summer upon us, there are likely to be plenty of graduation parties to attend. If you are attending a graduation party this summer, or planning one, here is a recipe for graduation party punch that anyone will love (especially teenagers):

INGREDIENTS:

- 1 ½ cups of sugar
- 8 quarts of water, divided
- 4 packets of unsweetened strawberry Kool-Aid
- 3 6oz cans of thawed orange juice concentrate
- 2 ¼ cups of thawed lemon concentrate
- 2 46oz cans of unsweetened pineapple juice
- 2 liters of chilled ginger ale
- A tub of rainbow sherbet (optional)

DIRECTIONS:

1. In a large saucepan, combine sugar and 2 qts. water. Cook and stir over medium heat until sugar is dissolved. Remove from the heat; stir in Kool-Aid mix. Cool completely.
2. Just before serving, divide the syrup between two large containers or punch bowls; add the concentrates, sherbet, pineapple juice and remaining water to each. Stir in ginger ale and serve.




Melinda's

MOTIVATIONAL MOMENT

Melinda's quote for this month comes from American psychologist, George Weinberg. *"Hope never abandons you; you abandon it."*

National Days to Celebrate In June

One of the most fun parts of high school is celebrating spirit week. Students get to dress up on sports day, or dress down on pajama day. Spirit week brings people together and although we cannot have a real spirit week, we decided to have a virtual spirit month! Here are some national days in June to celebrate our spirit month. Keep an eye open on our social media for posts celebrating these national days. If you decide to participate as well, we would love to see your photos on our Facebook, Instagram, Twitter, or LinkedIn with #MWDSpiritMonth.

- **June 1st is Say Something Nice Day.** Although you should probably say something nice every day, this national day you should especially say something nice! Compliment a stranger, or someone you know. Do something nice for someone, or reach out to someone you haven't in a while to see how they are doing.
- **June 5th is National Donut Day.** We think this is an easy day to celebrate! Who doesn't love donuts? Make sure to tag us in a picture or share your favorite donut on any of our social media pages on our post for National Donut Day! 
- **June 8th is National Best Friends Day.** For most of us, our best friends are our furry friends and we thought they should count for National Best Friends Day! You can check out many of our team member's furry best friends on our Facebook, Instagram, and Twitter.
- **June 14th is National Flag Day.** The start of this year has not been easy for anyone around the world. Although it is easy to get discouraged, it is also important to remember the power of coming together as a nation. Show your patriotism and get your flags flying high in the air for National Flag Day!
- **June 17th is National Eat Your Vegetables Day.** This might be the least exciting day of them all for some people. However, we all know how important it is to eat our vegetables! Try a new recipe or eat a salad. It's almost a necessity after National Donut Day...

FUN FACTS: PROM

Prom is undoubtedly one of the most exciting parts of a high schooler's senior year. Keeping with our high school theme, we wanted to give you some surprising fun facts about the history of prom and prom today.

- Surprisingly, the prom industry earns approximately \$4 billion each year.
- Prom first took off in the 1950s after the economic boom that occurred after World War II.
- 62% of prom attendees will keep their prom memorabilia from prom dresses to corsages.
- According to surveys, prom is the second most significant event for teenagers today. The first is getting their driver's license.
- In certain areas of the world, prom attire is strict and prom attendees are required to wear pastels or they are denied entry.

You can read more surprising prom facts at tinyurl.com/MWDprom.

Helping Your Student Choose The Right College

Summer is the time where most high school graduates venture out to colleges for visits and orientation to make their final decisions on where they want to go to college. For a teenager, choosing a college is almost as stressful as the first year of college. Here are some tips that you, as a parent or family member, can use to help your student decide on their choice college:

- **Academic programs.** Just because a college is popular or well ranked, does not mean they excel in what your student wants to do. Make sure to help your student search for a college that is well ranked on their study path of choice.
- **Location.** This is an important part of choosing a college. Does your student want to be close to home? Do they want to go to college out of state? These are all important factors in choosing a college. However, what is equally important is finding out about the location the college is in. A small town? A huge city? These factors can play a role as well.
- **Social atmosphere.** Depending on your student's personality, a certain social atmosphere of a college may apply. Some students want a lot of social activities and a loud college, while others prefer a more quiet environment. Additionally, if your student wants to get involved in greek life or certain clubs, this would be important to research.
- **Size of the college.** This is not an important factor for all students. However, some students may prefer a smaller college that is easier to navigate, less overwhelming and with smaller classes and others may prefer a big campus with a lot of people and big classes.
- **Living arrangements.** If your student would like to live on campus, it may be important to research and visit the living arrangements of the campus and hear what other students have to say about it. This can also be an important factor in choosing a college.

Celebrate Your Graduates!

So many important events have been interrupted this year. The cancellation of Graduation ceremonies and other high school events for the graduating Class of 2020 are among the biggest disappointments. If you have a graduate (or know one) who may also be missing out on graduation day, here are some ways to celebrate them while social distancing:



- **Embarrass them with a huge yard sign.** There are plenty of companies that will make you personalized yard signs for your graduate. Although this might be embarrassing for them, it gives them their moment in the spotlight.
- **Have a mock ceremony.** There are so many ideas for mock graduation ceremonies out there right now. From drive by car ceremonies, to sidewalk ceremonies, and even virtual ceremonies. We know it's not the same, but it still celebrates the graduates and makes them feel special.
- **Take those cap and gown pictures.** Do not deprive yourself and your graduate of the memory of graduating high school or college. It is an extremely important milestone in their life and even though it is not as exciting as being able to walk across the stage, getting some pictures in their cap and gown will still allow them to have the memory for years to come.
- **Send your graduate a gift package.** Many people have been posting on social media gift packages that they are sending to a fellow high school graduate. Compile a gift package full of snacks, college essentials, and favorite items for your graduate or one you know.
- **Compile a video of congrats from friends, family, classmates, and favorite teachers.** One of the biggest bummers for the Class of 2020 is that they do not get to say goodbye to their favorite teachers and classmates. You can create a video of special messages for your graduate that will be meaningful to them.



Michelle's MARKETING MINUTE

digital+post for a Community College

We offer business owners a proven method to integrate and serve messages in mail, social media and with online display ads. This effectively doubles your marketing power as you improve customer experience while gaining much more relevant data to inform you on your buyer's behaviors and insights into your customer journeys.

The Challenge: A Community College was running their Spring 2020 Enrollment Campaign for the time period of Dec. 23 - Jan. 21 and wanted to get the maximum engagement and enrollment for the campaign.

The Solution: They used digital+post to target a list of 3,377 students prequalified for financial assistance. They placed ads on their social media pages and the social media pages of other individuals in the area. The college personalized and direct mailed postcards and placed ads in Informed Delivery emails connected to a landing page. Using digital+post they launched 4 online/ social media ads and followed website visitors around the web with Google® and social media retargeting ads. They even used Call Tracking to track phone calls and SMS opt-ins. All this was done in one dashboard for real-time viewing of interactions and impressions.

The Result: The Community College was hoping to use digital+post to draw in 30 new students with projected revenue of \$66,000. They ended up bringing in 119 new students and received a revenue of \$261,800. They had a 7,400% return on investment!

Contact us today at 1.800.686.6666 and ask us for a live demo and learn how we do this for business owners every day! Make your next mailing your most powerful one with digital+post.

DIRECT Hit



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Prom!



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