



Direct Mail Requirements

Campaign Details

To get started, provide the general premise of the direct mail campaign, including: who, what, when, and audience size on a broker/client purchase order.

Target Audience

Provide the key details of your intended target audience. For a full list of available demographic filters and criteria, please [click here](#).

Direct Mail Creative Assets

Include the client mail piece intended for the targeted group, lettershop/fulfillment house name, zip code list, and other relevant specifications.

File Transfer Information

Please specify desired file transfer methodology with any preferred instructions to download the data files and client format specifications. Usage agreements for each direct mail order will be sent to specified client email recipients. If the client does not specify instructions, ASM will post a password-protected zip file, with the data file and usage agreement, and forward a link so it can be downloaded.

Campaign Timing

Direct mail campaigns can be turned around same-day if all mailing assets are provided upfront, or can be scheduled for a future date per client request.

Target Audience Size

Specify the exact quantity of records/names required for your direct mail order.



«FIRST_NAME» «LAST_NAME»
 «ADDRESS»
 «CITY», «STATE» «ZIP»
 «BAR CODE»

To Request Info, Visit
 (insert unique url)

Dear [INSERT FIRST NAME],

I'd like to invite you to learn about Client's unique graduate social work programs, grounded in the key value of social justice in our profession.

- Top Ranked: Client's social work programs are among Illinois' top 4, according to U.S. News & World Report. We are now ranked 38th nationally out of 251 MSW programs.
- Personalized: Client offers specializations and certificates which can be tailored to your interests.
- Supportive: Client's scholarships make going back to school a more affordable option.
- Global: Our Online Bilingual (Spanish) MSW prepares students to address the critical needs of Latinx, immigrant, and refugee populations.

Visit [INSERT VARIABLE URL] to request more information. Or, you can return the reply card below.

Sincerely,

Goutham M. Menon, PhD
 Dean, School of Social Work



Please complete the following information and make any necessary corrections.

Name _____
 Address _____

 City _____
 State _____ Zip _____
 Work Phone Number (____) _____
 Home Phone Number (____) _____
 Email Address _____

For more information, select area(s) of interest and return this tear-off in the enclosed envelope.

- MSW (Master of Social Work)
- Online Bilingual MSW (Master of Social Work)
- PhD in Social Work
- Certificate in Advanced School Mental Health Practice
- Certificate in Alcohol and Other Drug Abuse Counseling (CADC)
- Certificate in Non-Profit Management and Philanthropy
- School Social Worker Endorsement (Type 73)