

Newsletter Sample to all UofT students and alumni to drive the 'Hook'

By Isabel Tan

Gaining initial traction for students to come over to NextGen is important at the early stages to develop a strong community base.

This can be done in the form of an attractive email campaign, such as with newsletters that share more about the 'hooks' Nextgen is able to offer (i.e. article summaries, latest events, latest offers, etc.)

