

PEAK PLAYBOOK

Pre-Approved Language

Pre-approved language for student outreach is broken down into the three time frames from the peak playbook. In each message below, please add your school portal URL where a student can make a refund selection choice. You may also include any navigational steps for the website.

Early bird language (group A)

Text message A

We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes! Visit our school portal [or school portal name] to choose how to get your funds when they're available. [insert school portal URL]

Email A

Subject line: Your money. Your way.

Dear students,

We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes! Visit our school portal [or school portal name] to choose how to get your funds when they're available. [insert school portal URL]

Misc. channels A (website, mobile app, newsletter, newspaper, etc.)

We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes! Visit our school portal [or school portal name] to choose how to get your funds when they're available. [insert school portal URL]

Funds available language (group B)

Text message B

Do we owe you money from financial aid refunds, loans, grants, or dropped classes? Get started today to ensure the timely delivery of your funds. [School Portal URL].

Email B

Subject line: Let us know how you want your funds!

Dear students,

Do we owe you money from financial aid refunds, loans, grants, or dropped classes? Get started today to ensure the timely delivery of your funds. [School Portal URL].

Misc. channels B (website, mobile app, newsletter, newspaper, etc.)

Do we owe you money from financial aid refunds, loans, grants, or dropped classes? Get started today to ensure the timely delivery of your funds. [School Portal URL].

Last call language (group C)

Text message C

Don't wait! Let us know how you want to get your funds. We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes.
[School Portal URL].

Email C

Subject line: Make a refund selection today!

Dear students,

Don't wait! Let us know how you want to get your funds. We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes.
[School Portal URL].

Misc. channels C (website, mobile app, newsletter, newspaper, etc.)

Don't wait! Let us know how you want to get your funds. We partner with BM Technologies, Inc. to deliver money we owe you from financial aid refunds, loans, grants, and dropped classes.
[School Portal URL].