

## Coordinate Lead Cultivation Efforts



*Inquiry  
Response*



*Day 1*

- Email auto response
- Personal email from counselor



*Day 2*

- Calls: continue over 8 days until contact



*Day 4*

- Print: Viewbook/ letter



*Day 15*

- Email: engage with us!



*Day 25*

- Email: Drip: Events/ Engage



*Ongoing*

- Email: Drip: Ongoing every 30 days