You can send up to 12 messages in each Communication Plan, and building them is easy! Draft messages right in Connections using the Message Builder component.

**Four Steps to Craft your Message**

1. **Add a Custom Headline**
2. **Insert a Photo from your photo library**
3. **Write Your Message**
4. **Consider a Call to Action (optional)**

CTAs can direct to:
- Your BigFuture School profile
- Institutionally-hosted custom-built RFI form

**Ready to get started?** Log in to your Search account and Launch Connections. From there navigate to Communications Plans and click Build Messages in any plan.

Visit [cb.org/connectwithstudents](cb.org/connectwithstudents) to learn more.