



TOOLS

Email to Employers to Forward to Others – **SAMPLE**

Good Morning,

My name is Jane Doe, and I lead the marketing and communications department for (Blue Star Telephone Company). (Blue Star) has been working with students from (XYZ district or school) for (how long?) and would like to encourage you to participate in a college and career fair for local students. We've found these fairs to be rewarding experiences for our employees as well as a good form of early recruitment for (Blue Star).

XYZ school district (or school name) is seeking employers to exhibit at the fair to help build student awareness of potential careers in your industry. This year's fair will take place on (date) from X:XX a.m. to X:XX p.m. at (location). Participating in the fair represents a significant investment of your time, but it will be very valuable to students as they make choices about their future education and careers. It also will provide favorable exposure for your organization and the opportunities it offers. For more information, please see the attached participation form or contact (WBL coordinator name, email and phone). (WBL coordinator name) will be happy to work with you to plan an interesting exhibit that will engage students and parents, showcase your organization and provide a positive experience for your employees.

If you have questions, please feel free to contact (WBL coordinator name) or me at any time.

Thank you,

Jane Doe, Title
Organization
Contact information