

**Steering Committee Volunteer Recruitment Letter – Longer Template**

September 2020

Dear [NAME OF ORGANIZATION],

On behalf of the [STATE CAMPAIGN/STEERING COMMITTEE], I wanted to share an upcoming volunteer opportunity through [NAME OF STATE CAMPAIGN], [CAMPAIGN DATE(S)]. Our organization has supported [STATE CAMPAIGN] since [YEAR]. The exciting news for this year is that we have grown in size with [NUMBER OF] high schools participating! This means even more volunteers will be needed.

The goal of [NAME OF STATE CAMPAIGN] is to provide every graduating high school senior the opportunity to apply to college with a particular focus on helping first-generation college-going students, students from low-income families, and students who may not otherwise apply to college. A critical component of [NAME OF STATE CAMPAIGN] is the one-on-one support provided by volunteers who help students fill out applications or help the counselor with running the event.

Which high schools are participating?  
The host site list is available [INSERT WHERE AVAILABLE]. Check to see if the high school you graduated from or a school in your local area is on the list.

Who can volunteer?   
Volunteers may include (but are not limited to) high school staff, retired educators, registrars, academic advisors, admission representatives, and other financial aid officers from nearby postsecondary institutions, high school alumni, families and representatives from the community. It’s okay if you haven’t seen or completed a college application in years. Not all volunteer tasks will require directly helping a student complete an application. And for those who do help students complete the applications, most questions are about unfamiliar terms to the student.

How do I sign up to volunteer?  
Each high school has a site coordinator to contact if you want to volunteer. [INSERT HOW TO SIGN UP OR CONTACT SITE COORDIANTORS] Consider multiple high schools in case the first place you contact has their volunteer needs secured.

Still not sure? Want to learn more?   
[INSERT VOLUNTEER RESOURCES/TRAININGS PROVIDED BY THE STATE]

**It has been found that the number one reason a student does not apply to college is that they do not know how and that is where you can help.**

As a volunteer you would certainly be representing the institution where you work or the institution from which you graduated and could answer any questions about those institutions. But, remember your main focus will be to assist each student no matter what college/university they would like to apply.

We hope many of you will volunteer for this very important event. This initiative is important for higher education in [STATE] but critical for all the high school students we will be assisting. Thanks in advance for all who may be able to volunteer this year. Your efforts truly help the high school seniors in our state who might not otherwise consider going on to a college, university, or other specialized training!

Sincerely,

[STEERING COMMITTEE MEMBER NAME]

**Steering Committee Volunteer Recruitment Letter – Shorter Template**

September 2020

Dear [NAME OF ORGANIZATION],

[NAME OF STATE CAMPAIGN] is [DATE] and many high schools are seeking volunteers.

The goal of [NAME OF STATE CAMPAIGN] is to provide every graduating high school senior the opportunity to apply to college with a particular focus on helping first-generation college-going students, students from low-income families, and students who may not otherwise apply to college. A critical component of [NAME OF STATE CAMPAIGN] is the one-on-one support provided by volunteers who help students fill out applications or help the counselor with running the event.

The host site list is available [INSERT WHERE TO FIND HOST SITE LIST]. Check to see if the high school you graduated from or a school in your local area is on the list.

We hope many of you will volunteer for this very important event. This initiative is important for higher education in [STATE] but critical for all the high school students we will be assisting. Thanks in advance for all who may be able to volunteer this year. Your efforts truly help the high school seniors in our state who might not otherwise consider going on to a college, university, or other specialized training opportunity!

Sincerely,

[STEERING COMMITTEE MEMBER NAME]

[STATE COORDINATOR NAME, TITLE]

[CONTACT INFO]