

## Email Templates

Email is a popular form of outreach. It can be done at any time and at your own pace. Below are some templates you can use as a guide.

Remember to personalize it to sound like you and tailor it to the other person.

### Template #1 – To a Friend

Hey [Name] !

I hope you're doing well! [Insert something you know about them – How are the kids? Are you liking the new job? What have you been up to since we last talked?]

Will we see you at the [10<sup>th</sup>, 25<sup>th</sup>, 40<sup>th</sup>, 50<sup>th</sup>] class reunion this September/May at Whitman? I'm on the planning committee. It's going to be a big celebration with all of our [class year] friend back on campus.

As a class we're also joining together to give back to Whitman. The memories we made and the education we received were special and life-changing. [This is also where you could add in elements of your own case for support from the earlier exercise.] We're saying thank you at our reunion with a class gift. Together, we have a goal to raise [\$ goal for class]. Would you consider a generous gift today in honor of our class reunion?

Let me know!

Best,

[Your Name]

## Template #2 – To a Stranger OR Acquaintance

Hi [Name],

I hope you're well. You may not remember me, but we were both part of the class of [year] from Whitman College.

A bunch of us from our class are celebrating our [10<sup>th</sup>, 25<sup>th</sup>, 40<sup>th</sup>, 50<sup>th</sup>] reunion in September/May. Will we see you there? We're trying to get a big turnout. Let me know if you're planning on coming. You can find more information on-line at [www.whitman.edu/reunion](http://www.whitman.edu/reunion).

Also, we're using our reunion as a way to give back to Whitman. It's a way to say thank you for the professors, classes, and experiences that shaped our lives. Our class goal is [\$ goal]. Will you join me in giving?

Regards,

[Your Name]

## Template #3 – Following Up When You Haven't Heard Back

Hey [Name]!

Have you given any thought about our class reunion in September/May? It's going to be great seeing everyone – and even better if you joined!

I also wanted to circle back to the class gift. Are there're any questions I can help answer about it? Your participation would mean a lot. We need [# of donors yet to give] more classmates to give in order to reach our donor goal. Can we count on you to help our class hit our goal?

Let me know.

Kindly,

[Your Name]