

Tips for Successful Outreach Emails

- **Have a familiar person contact students:** Students are more likely to respond to an email from an instructor, TA, or faculty and staff with whom they have a relationship than to an email from a stranger or unknown resource.
- **Personalize emails:** When possible, use students' names. Speak directly to them and the interaction you've had so far in the class. Invite them to connect with you and other resources.
- **Avoid overwhelming students:** Focus on a few concrete actions students could take, or encourage use of a few relevant resources.
- **Make expectations clear:** If you have expectations for a specific response from students, make the expectations clear in your message.
- **Focus on benefits:** Highlight how resources will benefit students or what they have to gain from resource use rather than focusing on the specific challenges facing the student.
- **Make access easy:** Be sure you've included all the information students might need to access the resource. When possible, include the name of a specific person students could speak to, when and how to access the resource, and a picture or description of the location.
- **Normalize help-seeking behaviors:** Frame resources as part of a learning process—one that includes strategy exploration, reflection, and support from experts.
- **Emphasize community:** Learning and professional work rarely happen in isolation; highlighting the value of community can help students view resources as a chance to engage.
- **Offer follow-up:** If you have the capacity and time to talk with students about their experiences, invite them to follow-up at office hours or by appointment. Instructor interaction is a key factor contributing to student success and retention.

