

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

Dear [NAME OF ORGANIZATION],

On behalf of the [NAME OF STATE CAMPAIGN] steering committee, I wanted to share an upcoming volunteer opportunity through [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 and organizations participating! This means even more volunteers will be needed.

The goal of [NAME OF STATE CAMPAIGN] is to provide every graduating high school senior [IF APPLICABLE and recent high school graduates] 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 and organizations 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 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 host site has a site coordinator to contact if you want to volunteer. [INSERT HOW TO SIGN UP OR CONTACT SITE COORDINATORS] Consider multiple high schools or organizations 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]

**Students tell us that the number one reason they do not apply to college is that they do not know how. You can help!**

The goal of the event is to help students apply to the college(s) that will be a good match and fit for them. Therefore, as a volunteer, your main focus will be to assist each student no matter what college/university they would like to apply. Of course you are welcome to represent the institution where you work or the institution from which you graduated by answering any questions students have about those institutions.

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 students we will be assisting. Thanks in advance for all who may be able to volunteer this year. Your efforts truly help the students in our state who might not otherwise consider going on to a college, university, or other specialized training!

Sincerely,

[STEERING COMMITTEE MEMBER NAME]

A close-up of a logo

Description automatically generated

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

Dear [NAME OF ORGANIZATION],

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

The goal of [NAME OF STATE CAMPAIGN] is to provide every graduating high school senior [IF APPLICABLE: and recent high school graduates] 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 run 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 or organization 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 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 [IF APPLICABLE, and recent high school graduates] 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]