



SAMPLE STUDENT OUTREACH FOLLOW-UP LETTER

Employers, it is very likely that students you meet at these career events are MINORS, so you may have limited access to the student for direct follow-up. If you were able to at least get the student's name, and perhaps their grade level, you can work through the school or event contact person to get your follow-up letter and materials distributed to the student directly.

We have provided this sample letter as a starting point for student outreach follow-up, especially for the handful of students you really connected with during a career event. You will no doubt want to personalize this letter and edit it to fit your own organization style, culture, hiring/recruitment processes.

(Put on your company letterhead)

Date

Dear [Student name],

Thanks for visiting our booth at the (name of career day event) at (location) on (date). With your graduation from high school coming soon, we need to start our process of getting to know each other.

The first step is to request that you fill out the enclosed document (interest questionnaire or other company document). We created this form for prospective new hires who are interested in starting a career with us. This form helps me start the process of getting to know what you are looking for in your career, and introducing you to our firm and our employee development programs that can help you get there. Please fill this out and get it back to me, via email or mail.

Here are some simple instructions to help you complete the form:

Page 1: Please check (any or all) of our careers that interest you. For more information about our company and culture, see our website: (www.yourwebsite.com). You can check out all our open job positions by using our jobs website: (www.XXXX.com). This site provides you the type of positions that are currently open, and the qualifications we are looking for to fill this position. Fill out the rest of Page 1 completely, as this provides us with your contact information and opportunities to match our company interests.

Page 2: Answer all the questions:

Question #1: Why do you want to be an employee of (company name)? Check out our website: (www.xxx) to get an idea of our company values. This will also give you an idea of our expectations and what we are looking for in a new employee. We are looking for new employees that are a good fit for our company.



Question #2: Long term goals. Tell us what you are looking for in a career and how you plan to prepare for it. Remember, we are looking for new employees who are looking for a career with us, not just a job. We promote from within and we want people who are passionate about doing the right thing for our customers and our team.

Question #3: What are the things about YOU that make (insert company name) a great fit for you and you for us?

Page 3:

Other schools since high school: here is where you list the schools and programs that you are considering upon graduation from high school to prepare for your career.

Job history: write in "see resume" for this question. If you have additional information (work skills and certifications) that will be of interest to our managers, please include it here.

Locations: If you are open to all locations then write in "open". If you are only interested in specific locations for now, please let us know in this section here.

Again, send me (email or mail) these documents back to me as soon as you can, so we can get the process of getting to know each other started. I will give you a call after I have your questionnaire back and we can discuss any remaining questions at that time.

Please let me know if there is there a best time to call during the week. My contact information is below.

Talk to you soon,

Name
Title
Company
Email
Phone
Fax