

## PARTNER TOOLKIT SAMPLE EMAILS COPY

### Sample Email #1

**Subject:** Free tuition?

**Headline:** Spread the news about tuition-free degrees

You know that family member or friend who's always wanted to go to college – or return to finish a degree? Now may be the right time for them to make that dream become a reality.

If that person is **25 years or older**, has a **high school degree** and lives in **Michigan**, then a tuition-free pathway to college may be available through a new program called Michigan Reconnect. It's a scholarship designed specifically for eligible adults who want to pursue an associate degree or skills certificate.

Michigan Reconnect pays the remaining balance of in-district tuition and mandatory fees after other state and federal financial aid have been applied. Students who attend out-of-district community colleges will receive a large tuition discount.

So, let's all spread the word! Tell your mom, brother, grandchild, girlfriend or your best friend who's been thinking about taking the big step of starting or finishing college about this new opportunity. It just might be the right time for them to take the leap.

The Michigan Reconnect application and additional program information are available now at [Michigan.gov/Reconnect](https://Michigan.gov/Reconnect), with enrollment in classes available beginning May 2021.

**APPLY TODAY**

[Michigan.gov/Reconnect](https://Michigan.gov/Reconnect)

### Sample Email #2

**Subject:** Can't wait to see you again

**Headline:** Ready to finish that degree?

Sometimes life gets in the way of a dream. Work, kids, military, money, health issues – sometimes all of the above.

But it's never too late.

That's why all of us here at [INSERT COMPANY NAME] are so excited about the new Michigan Reconnect program. It pays the remaining balance of in-district tuition and mandatory fees after other state and federal financial aid have been applied. Students who attend out-of-district community colleges will receive a large tuition discount.

It's designed specifically for eligible adults who want to start – or finish – an associate degree or skills certificate.

Returning to school is a big decision. But this is the right time to do it. Fill out the Michigan Reconnect application today and let's get started.

**APPLY NOW**

[Michigan.gov/Reconnect](https://Michigan.gov/Reconnect)

### Sample Email #3

**Subject:** The time is right

**Headline:** If you've been thinking about going back to school, this could be the time

If you're thinking about starting or returning to college to prepare for a secure and rewarding career, now's the time.

Michigan Reconnect is a new scholarship program for eligible adults 25 years and older who want to pursue an associate degree or skills certificate. This is your chance to take the next step in life you have long considered!

Michigan Reconnect pays the remaining balance of in-district tuition and mandatory fees after other state and federal financial aid have been applied. Students who attend out-of-district community colleges will receive a large tuition discount.

The application for Michigan Reconnect and additional program information are available now at [Michigan.gov/Reconnect](https://Michigan.gov/Reconnect), with enrollment in classes available beginning May 2021.

Returning to school is a big decision. But this is the right time to do it.

**APPLY TODAY**

[Michigan.gov/Reconnect](https://Michigan.gov/Reconnect)