

PARTNER TOOLKIT SAMPLE EMAIL COPY

Sample Email #1

Subject: Free tuition?

Headline: Get your degree, tuition-free

Did you know you can now earn your degree here at [INSERT COLLEGE NAME], tuition-free? You read that right — TUITION-FREE!

As long as you're 21 or older, have a high school diploma and live in Michigan, you're eligible. But this program is available for a limited time only, so don't miss your chance at an affordable college education.

For additional program information and to fill out your application, visit Michigan.gov/Reconnect.

Apply for Reconnect by Nov. 15, 2024, and apply and enroll in a community or tribal college no later than fall semester 2024.

Sample Email #2

Subject: Can't wait to see you

Headline: Ready for that degree?

Life happens, we get it. But it's never too late to start investing in yourself or your future. And you don't have to do it alone!

Michigan Reconnect provides free tuition to earn an associate degree or Pell-eligible skill certificate and is now available to those 21-24.

Did you know graduates of community colleges make \$7,500 more per year with a two-year degree? Returning to school is a big decision, but this is the right time to do it.

Fill out the Reconnect application today and let's get started.

APPLY NOW

Michigan.gov/Reconnect

Apply for Reconnect by Nov. 15, 2024, and apply and enroll in a community or tribal college no later than fall semester 2024.

Sample Email #3

Subject: The time is right

Headline: If you've been thinking about going back to school, this is your time!

Find a career you actually like — you deserve it!

Michigan Reconnect is now available for adults 21 years and older who want to pursue an associate degree or skills certificate. This is your chance to take the next step in the life you want!

Now you can get an affordable college education while taking advantage of benefits like the flexibility and convenience of online programs that let you learn at your own pace.

Apply for Reconnect by Nov. 15, 2024, and apply and enroll in a community or tribal college no later than fall semester 2024.

FIND OUT MORE

Michigan.gov/Reconnect

Sample Email #4

Subject: Your time is now

Headline: It's time to get back to where you started with your degree

Life happens, we get it. No matter what called you away from pursuing your degree, it's never too late to get back to where you started.

And now is the perfect time to reconnect to your education, your dreams and your future. The Michigan Reconnect scholarship program is for eligible adults 21 years and older who want to pursue an associate degree or skills certificate. The program pays the remaining balance of in-district tuition and mandatory fees after other state and federal financial aid has been applied. Students who attend out-of-district community colleges will receive a large tuition discount.

Let us help you make your dreams a reality!

APPLY TODAY

Michigan.gov/Reconnect

Apply for Reconnect by Nov. 15, 2024, and apply and enroll in a community or tribal college no later than fall semester 2024.