

RECONNECT TOOLKIT EMAILS COPY

Email #1: July 10

Subject: Need help enrolling in your college degree?

Headline: Michigan Reconnect is here to help you take the next steps toward your degree!

Join us the week of July 17 for Reconnect on Campus. We'll have advisors and other staff available to answer all your questions and walk you through the process for applying.

Have questions? We have answers! Learn how we can help you find solutions for:

- Child Care
- Transportation
- Financial Aid
- FAFSA
- And More!

Here are some of the things we'll highlight: (Suggest listing 3-5 events below specific to each college).

It's time to pursue your passion. Your "maybe someday" just became "definitely today." Let's get you there together.

REGISTER TODAY TO ATTEND!

(Insert unique college event registration URL).

(If your college will not require preregistration, use the alternate call to action below.)

Learn more about Reconnect on Campus at (insert unique college event URL).

Email #2: July 17

Subject: Join us THIS WEEK for Reconnect on Campus!

Headline: Have questions about applying for college? We have answers!

You're just steps away from making that "maybe someday" into "definitely today!"

Join us this week for Reconnect on Campus. Here's a list of upcoming events and activities: (Suggest listing 3-5 events below specific to each college).

Find out who can help **care for your child(ren)** while you're in class.

Learn about **transportation** options to get to class.

Discover our additional **funding** opportunities.

Get help completing the **FAFSA** or **enrolling** in classes.

There's still time to join us! Register today at (Insert unique college event registration URL).

(If your college will not require preregistration, use the alternate call to action below.)

Learn more about Reconnect on Campus at (Insert unique college event URL).

Email #3: July 24

Subject: In case you missed Reconnect on Campus ...

Headline: From funding to enrolling, let's talk getting your degree.

If you couldn't join us in person for Reconnect on Campus last week, not to worry! Whether you couldn't make it to the event or just need a refresh on some of the information you heard, we have you covered!

Learn about what we can offer you for child care, transportation, additional funding, FAFSA, enrollment and more!

Our Reconnect on Campus resources are available at (colleges to insert unique URL).

It's never too late to get your degree or your questions answered!