Recruitment Email Examples and Tips

Initial Email

From: Carol Thompson, Assistant Vice President for Students Affairs and Dean of Students
Subject: Win an iPad for telling us what it's like to be a Wildcat!

Greetings!

Every five years, the University of Arizona asks students to share their college experiences both inside and outside of the classroom. You have been randomly selected to complete a 10-minute-long, anonymous survey about your perspectives on being a UA student. The input you provide will help the University to improve and create programs, services, and policies to best serve you and your fellow Wildcats.

The survey is completely anonymous, meaning that your identity cannot be connected in any way to your survey answers, and it is voluntary, so you can opt out at any time.

If you complete the survey, you may enter to win one of two 32G iPads with Wi-Fi + 3G*. Drawings will take place April 22, 2011. You must be 18 or older to participate in the survey and the drawing.

To access the survey please click here. If the survey does not open automatically, please copy and paste the following link to your internet browser’s address bar:

http://www.studentvoice.com/p/xxxxxxxxxx

Questions about this survey? Email: kwashing@email.arizona.edu

Thank you for your time!

Carol Thompson
Assistant Vice President for Students Affairs and Dean of Students

*No state or federal funds have been used to pay for these incentives. You must be 18 or older to participate.
Reminder Email

From: Carol Thompson, Assistant Vice President for Students Affairs and Dean of Students

Subject: Reminder: Win an iPad with the Campus Climate survey!

Greetings and happy Friday!

Take 10-minutes of your weekend to complete the UA Campus Climate Survey and be entered in a drawing to win one of two 32G iPads!

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