

Communication 1 (Email or Printed Letter): 7 Weeks Before Event

Invitation to Industry Professionals

Dear [Industry Contact Name],

I'm [Insert School/Organization Contact Name], the [Title] here at [School /District]. I'm reaching out to invite you to participate in our [Event Name] for our [Group/Grade Level] students on [Event Date].

Career days are an exciting opportunity for students to hear about the businesses, organizations, and industries that interest them directly from community members who were once in their shoes. These career exploration activities support the students in discovering their individual talents and passions.

We couldn't hold events like this without generous industry professionals like you, and we would be thrilled to have [Business/Organization] represented this year.

Whether you have the capacity to host students in work-based learning experiences, are available to answer questions about your profession, or just want to share your passions and expertise, you can make a difference in our local school community — and in the lives of [School /District] students.

If you're interested in joining us, more details about this event can be found here [Event Link/Website], or by reaching out directly to [Insert School/Organization Contact Name] at [Email and/or Phone Number].

We hope to see you at the [Event Name]!

Sincerely,
[Your Name]

Communication 2 (Email): 4-5 Weeks Before Event

Dear [Industry Contact Name],

We look forward to you having you join us on [Event Date and Time] for our [Event Name]! Thank you for being such an integral part of our students' career exploration journey. We anticipate approximately [Estimated Number] students will be participating and want to again express our appreciation to you for the impact you will have on their futures!

To ensure everything runs smoothly, we wanted to share some details with you in advance. Below you will find the complete schedule of events along with your location assignment. In addition [is/are] [Maps, Lunch Menu Options, Parking Pass, etc.].

- [Arrival Details - directions, where to park, entrance location, check in procedure]
- [Schedule Details - check in time, start/end times]
- [Presentation Resources - if applicable: A/V equipment, power supply/adapters, available devices]

If you have any questions or concerns as [Event Name] gets closer, don't hesitate to reach out to [Primary Contact]. Thanks for investing in our students here at [School /District].

All the best,
[Your Name]

Communication 3 (Email): 2-3 Weeks Before Event

Dear [Industry Contact Name],

It's hard to believe [Event Name] is just [Number of] days away! We are excited to introduce you and all our industry and community partners to our students and staff.

If you are interested in making your [Presentation or Materials] available to students after the career day is over, we'd love to make that happen! We always appreciate the opportunity to provide additional access and continued engagement opportunities for students. If that sounds like something you are willing to do, please forward any materials for sharing to [Primary Contact] by [Date].

As a reminder, included[is/are] [Maps, Lunch Menu Options, Parking Pass, etc.].

- [Arrival Details - directions, where to park, entrance location, check in procedure]
- [Schedule Details - check in time, start/end times]
- [Presentation Resources - if applicable: A/V equipment, power supply/adapters, available devices]

On behalf of our [School /District] students, thank you again for sharing your time and expertise.

See you soon!

[Your Name]

Authors

Liberty Lacy, Megan Babat, and Brandon Southward

Communication 4 (Email): Follow Up/Closure

Dear [Industry Contact Name],

[Event Name] was an incredible success! Without you and the other [Number] businesses, organizations, and industries represented, we could not have offered this experience to the [Number] students of [School /District]. Your insights and expertise helped students see a road ahead in their own career journeys and provided our teachers and staff with additional opportunities to encourage student exploration.

We would love your perspective on [Event Name]. Please let us know about your experience by filling out a short survey, found here [Form Link/Website/attached]. Again, if you want to make your materials available to students, you can forward them to [Primary Contact].

We truly can't express our gratitude for the gift of your time. Please reach out should you have any questions, concerns, or just want to say hello!

Sincerely,
[Your Name]
