

Parker Dewey Notes: This message works well as a follow-up to companies that have stated they are too busy for other programs.

COPY AND PASTE THE BELOW INTO AN EMAIL, THEN MAKE YOUR EDITS

Subject: Efficient ways for busy professionals to mentor [UNIVERSITY] students

Dear [NAME],

As one of our recommended employers, you recognize the value of the relationships that are developed across generations. Through our Micro-Internship program, we have made it easier than ever to not only give back, but to also get support from [UNIVERSITY] students and recent graduates.

Like all busy professionals, you or your colleagues have projects that would add value, but are on the back burner or not the best use of time. Through Micro-Internships, [UNIVERSITY] students can provide you immediate support, while demonstrating their skills and building professional relationships.

Micro-Internship assignments include a variety of tasks. Just a few examples include copywriting and market research, lead generation and data clean up, and web updates and user testing. These paid opportunities typically range from 10 to 40 hours of work, and many can be completed remotely.

By hosting Micro-Internships, you'll have the opportunity to explain how the project relates to the big picture. Conveying how a seemingly small or rote task will add value, make the team more effective, and impact the business overall will help students connect their experiences in the classroom to the work that you do.

Talk to your company today about launching a Micro-Internship program or simply post as-needed projects that will help your team get more done while passing valuable skills on to a student.

Sincerely,

[DEPARTMENT INFO]