General Employer Outreach Template

Use each template as a starting point for reaching out to employers, then adjust the tone, length and specifics based on your relationship with the employer and the situation. A warm contact might read more casual and brief. A cold introduction might stay more formal and detailed.

Template 1: Site Visit or Tour

Subject: Opportunity to host students from [School Name]

Hi [Employer Name],

My name is [Your Name], and I am a college and career advisor for high school students at [School/Organization]. I'm reaching out because I have students interested in [career field], and I would love to provide them an in-person visit or experience with a local company like yours to give them a real look at the work.

Would you be open to hosting a small group of students for a short visit or tour? Students would come to you, see your operation in action and get a real sense of what a day in your field looks like.

We're happy to work around whatever day, time or format is easiest for you, whether that's a quick fifteen-minute walk-through or something more involved.

If this sounds like something you'd be open to, I'd love to find a time to talk through the details.

Thank you for considering partnering with us!

Sincerely,
[Your Name]
[Title/Organization]
[Phone/Email]

Template 2: Guest Speaker

Subject: Opportunity to speak with [School Name] students

Hi [Employer Name],

My name is [Your Name], and I am a college and career advisor for high school students at [School/Organization]. I'm reaching out because I have students interested in [career field], and I would love to provide them the opportunity to hear directly from someone like you about your career path.

Would you be willing to spend 20 to 30 minutes speaking with our students, either in the classroom or at your workplace? This is a conversational format, not a formal presentation, students mostly want to hear your story and ask questions.

We're happy to work around whatever day, time or format is easiest for you, whether that's a quick classroom visit or a longer conversation.

If this sounds like something you'd be open to, I'd love to find a time to talk through the details.

Thank you for considering partnering with us!

Sincerely,
[Your Name]
[Title/Organization]
[Phone/Email]

Template 3: Job Shadowing

Subject: Opportunity to host a student job shadow

Hi [Employer Name],

My name is [Your Name], and I am a college and career advisor for high school students at [School/Organization]. I'm reaching out because I have a student interested in [career field], and I would love to provide them the opportunity to shadow your work for a day to see what the job actually involves.

Would you be open to hosting one student for a day of job shadowing? This is mostly about observing, so it shouldn't add much responsibility on your end.

We're happy to work around whatever day and schedule works best for you.
If this sounds like something you'd be open to, I'd love to find a time to talk through the details.

Thank you for considering partnering with us!

Sincerely,
[Your Name]
[Title/Organization]
[Phone/Email]

Template 4: Apprenticeship or Internship

Subject: Opportunity to bring on a student intern

Hi [Employer Name],

My name is [Your Name], and I am a college and career advisor for high school students at [School/Organization]. I'm reaching out because I have a student interested in pursuing [career field], and I wanted to ask whether your business offers, or would consider offering, an apprenticeship or internship opportunity.

If so, I'd love to provide this student the chance to gain real, hands-on experience with your business, and give you an early look at someone who could become part of your future workforce. We're happy to work around whatever scope, hours and timeline make sense for your business.

If this sounds like something you'd be open to, I'd love to find a time to talk through the details.

Thank you for considering partnering with us!

Sincerely,
[Your Name]
[Title/Organization]
[Phone/Email]

Template 5: Direct Connection for Student

Subject: A student would love to connect with you

Hi [Employer Name],

My name is [Your Name], and I am a college and career advisor for high school students at [School/Organization]. I'm reaching out because I have a student who's interested in pursuing [career field], and I would love to provide them the opportunity to hear directly from someone like you.

Would you be open to a brief conversation with this student, in person, by phone or over a video call, so they can ask questions and get a real sense of what this career path looks like? We're happy to work around whatever day, time or format is easiest for you.

If this sounds like something you'd be open to, I'd love to find a time to talk through the details.

Thank you for considering partnering with us!

Sincerely,
[Your Name]
[Title/Organization]
[Phone/Email]