**EMAIL 1—Introduction to idea of a new process.**

**HOW TO PERSONALIZE THIS EMAIL:**

- Areas highlighted green in the body copy are for you to update.

- Be sure to add your office’s contact information

- Rewrite as you see fit!

**EMAIL FROM LINE:** [determined by the school]

**PREHEADER:**

*\*\* Necessary if there is a header image being included with your email send. Sentence case with punctuation is suggested.*

- Introducing ScholarshipUniverse—Your New Matching Resource

**EMAIL SUBJECT LINE SUGGESTIONS:**

*\*\* Try to keep subject lines between 30-45 characters maximum. Questions often get higher open rates. Avoid all caps, exclamation points, vague statements.*

* All Scholarship Opportunities in One Place. Learn More
* Finding Scholarships at [School]: Faster, Easier, and via Mobile
* Match with Scholarships from any device—Learn how
* Things are changing: What you need to know
* New Scholarship Tool You Need to Know About.
* Make Sure You Don’t Miss Out on Scholarships: The New Process Is Here.
* Don’t Miss Out: New Scholarship Matching Tool is here.

Hi {CONTACT.FIRSTNAME},

**Everything about finding and applying to scholarships—both internal and external opportunities—is about to get easier for you. Read on for how to be matched to scholarship opportunities that are relevant to YOUR life situation.**

Starting [effective date] [school name’s][department name] is introducing a new easy, mobile, personalized process that makes finding and applying for scholarships easier. It’s easier because you don’t need to find scholarships at all—the system will match you to your best fit opportunities.

Providing the best student experience is important to us, and we heard your feedback loud and clear. You want an easy, straightforward, mobile-friendly way to apply for scholarships that you are eligible for. We’re proud to say that soon/now all [enter school student nickname’s] will be able to:

* Answer questions and match to scholarship opportunities you are eligible for
* Easily apply online to multiple scholarship opportunities through a personalized portal
* See scholarship metrics to determine your chances and effort required to apply
* Be alerted whenever you are matched to new scholarship opportunities
* Receive automated reminders about outstanding tasks and next steps

Learn more at [link to Landing/Informational page].

 [Office sign off signature]