

EMAIL STREAM

Once you've assembled a list of students who've expressed interest in your program, start sending emails encouraging enrollment. Keep the emails short and to the point and always include contact information for questions. Refer to our suggested email stream document. The following is a list of touchpoints you can use to guide your communication stream:

- **Email #1** - Thank you for your interest in [subject] program. Here's a quick recap of the program dates, location, costs, credits and what you need to do to get the ball rolling. Include link to CIEE Location Blog.
- **Email #2** - Have you seen your study abroad advisor? It's important to meet with them and get program approval.
- **Email #3** - Funding opportunities: scholarships, grants and other options to fund your program. Be sure to send students to the CIEE Scholarships & Grants section of the CIEE site: www.ciee.org/go-abroad/college-study-abroad/scholarships-grants
- **Email #4** - Benefits of study abroad: how will this experience transform the way you see the world? (Include student testimonials from students on campus who have studied abroad or see our CIEE Study Abroad Testimonials)
- **Email #5** - Did you know? Fascinating facts about your program location.
- **Email #6** - Don't want to miss - details of an amazing excursion, study tour, or co-curricular activity planned.
- **Email #7** - A fellow student shares his/her study abroad experience.
- **Email #8** - Deadline for enrollment approaching.
- **Email #9** - 5 Reasons you don't want to miss this program.
- **Email #10** - Congratulations! You're going on an academic adventure!

SAMPLE EMAIL

SUBJECT LINE:

Thank you for your interest in “Discovering the Rich Literary History of Ireland.”

PRE-HEADER:

Important program details enclosed

EMAIL HEADER:

Save the Date – May 7-20, 2018 Dublin, Ireland!



Here's a quick recap of all you need to know:
Program: Discovering the Rich Literary History of Ireland
Faculty Leader: John Smith
Dates: May 7-20, 2018
Location: Dublin, Westport and Galway
Credits: Total credit, 3 semester / 20.5 quarter hours
Prerequisites: Irish Culture, Society and Identity
Deadline for application: March 20, 2017
Contact: jsmith@up.edu