**Sample Outreach Email to Alumni (Long)**

Subject: **Nominate A Student Today to #GoStudyAbroad!**

Hi \*|NAME|\*,

**What would your life be like if you had never studied abroad?**

Now, think of how different a friend’s life would be if you could just *convince* them to go abroad, too.

We share your passion for international education. That’s why the Institute of International Education (IIE) has joined forces with Go Overseas and other partner organizations to mobilize at least 10,000 study abroad alumni to nominate students to #GoStudyAbroad.

Some of the biggest barriers to study abroad are cost, curriculum, and culture; we are taking aim at these barriers through #GoStudyAbroad by offering scholarships and sharing resources to help more people go overseas.

**We need your help.**

We need people like you – mentors, campus leaders, faculty and friends – to help us spread the word by nominating your friends, family, and classmates to study abroad.

As a way to say thanks, we will be awarding five $500 travel prizes and **one $1,500 grand prize for a round trip flight back to your study abroad country** to the person who nominates the most friends to study abroad.

Start nominating friends to study abroad here: [gooverseas.com/generationstudyabroad/alumni](http://gooverseas.com/generationstudyabroad/alumni)

Best,

**About #GoStudyAbroad**

#GoStudyAbroad is part of [Generation Study Abroad](http://www.iie.org/Programs/Generation-Study-Abroad/Join-Generation-Study-Abroad/Study-Abroad-Alumni), an IIE initiative to double the number of American students who study abroad by the end of the decade. More than 600 partners have joined the initiative to date, including 400 U.S. colleges and universities from 48 states as well as higher education institutions and organizations in other countries, education associations, organizations including study abroad, K-12, and social network agencies and 14 country partners.

**Sample Outreach Email to Alumni (Short Follow Up)**

Suggest sending 1-2 weeks after long email

Subject: We’d love your help!

Hi \*|NAME|\*,

I wanted to check in to see if you got our email last week about the #GoStudyAbroad Contest.

We would love your help in nominating friends and family to study abroad. Every person you nominate will have the chance to win a $10,000 scholarship, including a round trip flight. Also by nominating friends, you’ll have a chance to win a trip back to your study abroad destination.

You can start nominating friends here: [gooverseas.com/generationstudyabroad/alumni](http://gooverseas.com/generationstudyabroad/alumni)

If you have any questions or want to get more involved let me know!

Cheers,

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