



Sample E-Mails: What Works Well (and Not So Well) in Sending Next Gen Sector Partnership Communications

Example #1: What DOESN'T work

To: Jane Smith

From: info@workforceboardxyz.com

Subject: Meeting Reminder

Dear Employer,

Please RSVP to our phone meeting on December 9th at 10am. This is a follow up to the in-person meeting we had on November 2nd. Please confirm your participation.

Also, we previously sent a Doodle poll for the January meeting so if you can complete that, we can keep plans moving forward. We are also looking for a business partner to provide lunch for this meeting. Please e-mail us if you would like to do this.

Thank you,

Sector Partnership Convening Team

Example #2: What Works

To: Jane Smith

From: Sally Johnson

Subject: Manufacturing Sector Partnership: Please join us for the next workforce action team call on 12/9

Dear Jane,

Thank you again for coming to our last quarterly all manufacturers meeting on November 2nd. As you recall, during that meeting you expressed an interest in joining the Workforce Action Team. I'm writing to invite you to the team's next conference call discussion on December 9th at 10am. On behalf of Vanessa Rodriguez, CEO of XYZ Industries and Chair of the Workforce Team, we hope you will be able to make it!

Our next Action Team call will be focused on ways to ramp up the number of internships for middle and high school students in our region. The team has already engaged over 50 middle school students in tours of manufacturing facilities and they're looking for ways to go the next

Commented [FG1]: A generic sender e-mail address means people are likely to delete the message without ever opening it

Commented [FG2]: This could refer to anything. The subject should be specific and to-the-point

Commented [FG3]: Without personalization, the message may appear to be spam

Commented [FG4]: The sector partnership is not likely to be top-of-mind for most people opening this e-mail. Without context, it can be difficult for someone to know what the purpose of the meeting is and why it's important to pay attention

Commented [FG5]: See tip in the Training Manual about Doodling with caution!

Commented [EL6]: Making an ask to a broad group makes it easy for no one to own it. Those who read it will easily think... Oh someone else will likely respond. A more direct, one-on-one ask is much more likely to end up in a "yes."

Commented [FG7]: Subject line clearly labels that this message relates to the sector partnership

Commented [FG8]: A personal introduction makes it more likely that Jane will take note!

Commented [FG9]: A reminder of commitments made at the last meeting are helpful. With business people juggling so many competing priorities, they don't always remember where the conversation left off.

Commented [FG10]: The ask is clear and stated up front.

Commented [FG11]: Reference the business leadership team behind your sector partnership wherever possible.

Commented [FG12]: The purpose of the next meeting is clearly stated



level in getting students excited about careers in manufacturing. Please find attached the latest Action Plan to give you some background on the team.

Commented [FG13]: Reference a recent success to convey a sense of forward momentum.

Let me know if you'll be able to make it. Lastly, we are working to schedule our next all manufacturers meeting in January. Can you let me know if you have any conflicts on January 17 or 18th? Those look like the best dates for most manufacturers. (You can see all the options we're looking at via this doodle poll--LINK).

Commented [FG14]: Include the full Action Plan to help new team members get up to speed.

Commented [FG15]: This makes it easy for Jane to give a quick answer without having to fill out a doodle poll.

Thanks, Jane!

Best,
Sally

Sent on behalf of Bob Smith and Debbie Taylor, Co-Chairs of the XYZ Manufacturing Sector Partnership

Commented [FG16]: Reference Co-Chairs wherever possible!

Terms of Use for Next Generation Logo and Toolkit

The Next Gen toolkit is designed to help teams successfully build and sustain industry-led, next generation sector partnerships. Use and sharing of the tools and materials are encouraged, with the expectation that full attribution be given via intact Next Gen name and logo on all materials used and shared. The Next Gen Sector Partnership name and title and/or logo is used only for official Next Gen materials and shall not be used on materials created by other entities. If using Next Gen tools, we ask that you join and contribute to the Next Gen Community of Practice to connect and share with other practitioners across the country involved in Next Gen sector partnership-building.

The Next Gen Sector Partnership staff, a team of four independent consultants—Lindsey Woolsey, John Melville, Francie Genz and Emily Lesh— collaborate to make the Next Gen sector partnership community of practice possible.

info@nextgensectorpartnerships.com