

OUTREACH TO POTENTIAL WBL VOLUNTEERS



Planning Your Outreach

- Identify the contact method you'll use (email, LinkedIn, phone, in-person).
- Use your WBL Plan to identify the WBL volunteers needed for your activities.
- Determine where volunteers might be incorporated into classes.
- Conduct research to customize your outreach messages.
- You can provide a clear request for a specific activity or event or you can recruit volunteers interested in supporting different kinds of activities.

You don't have to do this alone! You can involve Advisory Board members and students.

Using AI to help draft and refine your outreach message

- Compile any information about your academy and students you want to include in your message
- Use any text-based generative AI and create a prompt where you add the information about your academy and copy and paste the link to the company/organization's website
- ****Note:** Make sure to edit and personalize the AI-generated draft so that it reflects your voice and highlights your students.
- Another way to use AI for outreach is to take an existing message you have written and have AI edit and streamline it.

Sample prompt:

Compose a one paragraph message I can send to the following company -

<https://www.deloitte.com/us/en/services/consulting/services/engineering.html> to invite them to volunteer for WBL activities to support our students. We are an academy of engineering located in Swift High School and our students are in 9th-12th grade.

Sample response (generated by ChatGPT):

Hello Deloitte Engineering Team,

I'm writing on behalf of the Academy of Engineering at Swift High School, where we serve passionate 9th-12th grade students eager to explore careers in engineering and technology. We greatly admire the innovative work carried out by your team at Deloitte Engineering—especially your focus on full lifecycle software delivery, product engineering mindsets, and talent development. We would be honored if your team would consider volunteering for a Work-Based Learning (WBL) activity (such as a guest talk, mentorship session, project review, or site visit) to share your insight and experience with our young engineers-in-training. Your engagement would make a genuine difference in shaping the next generation of tech talent. If you're open to discussing ways we might collaborate, I'd be happy to connect at your convenience.

Thank you for your consideration and for the impactful work you do. I look forward to the possibility of working together.

Sincerely,

Name

Title, School

Contact Information