

## Sample Outreach Email

Dear Professor X,

I am a part of a group of current and former educators who are interested in supporting local initiatives and policies to make sure that every child gets an excellent education. **(Insert who referred you, if applicable, and flattery here.)** We know you are a champion of **(example of kind of work organization focuses on, e.g., “ensuring that schools have sufficient resources to support students and their overall well-being”)**. We would be honored to have the opportunity to speak with you and learn more about your work. We’d love to find a time at your earliest convenience when a group of 4 or 5 of us can sit down with you for 45 minutes or so in the month of June to learn from your experience. Thank you so much.

Sincerely,

Captain America

**Notes:**

1. **Keep it accurate but short and vague.** No need to go into the details of what LEE is or what our next steps might be – we can explain that in person.
2. **Be specific about the amount of time you are requesting and how many people will be attending** – we don’t want this to feel like an ambush.
3. **Recognize that the vagueness of the word “supporting” will require clarification in person.** People will likely think that this means either recruiting teachers as volunteers or raising money from our group. This can be explained in the meeting.
4. **If possible, use a credential to explain who referred you.**
5. **Don’t use our internal organizing jargon** – “research action,” “target,” “building power,” etc. That is for internal purposes. It will be confusing and perhaps distracting to use it in our public messaging.
6. **Flattery never hurts!**
7. **Assume that the first email will be ignored.** Follow up with a phone call and a second email within 2 days.