# *Email campaign templates:*

# *targeted employers no relationship*

***EMAIL 1***

Subject: Supportive employers needed in <area/town>

Dear <Name/Sir or Madam>

I hope you don't mind me getting in touch. I am reaching out to your business to see if you’d consider offering experience in the workplace to T Level students studying at <School/College>.

T Levels are courses for 16-19 year olds that are the equivalent to 3 A Levels.

They are for bright young people that want to focus more on technical, hands-on, skills rather than just academic learning.

As part of a T Level, each student needs an ‘industry placement’ with a supportive employer, that wants to help young people get real experience in the workplace.

**I was wondering if your organisation *might* be interested in helping a local young person learn on the job or forming closer relationships with the school/college. If so, I’d love to set up a quick chat to explain more.**

You can find more details on our website: LINK

Please reply to this email if you’d like to set up a call.

***EMAIL 2***

Subject: Business benefits of offering industry placements

Dear <Name / Sir or Madam>

I emailed before to see if you might be able to offer work experience to T Level students studying at <School/College>.

However, I didn’t mention the business benefits of offering industry placements, so just thought I’d follow up.

I completely understand that times are tough for many businesses at the moment, so if you do think industry placements could help ease the pressure on your current workforce whilst supporting someone gain new skills, it would be great to talk through…

Common benefits mentioned by employers:

|  |  |
| --- | --- |
| **During the placement benefits** | **After the placement benefits** |
| Extra pair of hands to help with current workload | Great recruitment pipeline – you see someone’s suitability first hand |
| Support to do the tasks you never have time to do | Showcase your business and roles to entice more people to work for you |
| Give your junior staff supervisory experience | Meet CSR targets to support tender submissions |
| Get fresh and innovative ideas for marketing, products or services from Gen Z | Build local links with the community |
| Improve staff morale by supporting the next generation | Play it forward – self-satisfaction seeing someone go on to fulfil their potential |

Please do let me know if you have any questions.

***EMAIL 3***

Subject: Case study about industry placements

Dear <Name/Sir or Madam>

We still need supportive employers to offer work experience to our students, so I thought I’d share a recent case study with you too, in case it helps contextualise the partnerships we’re looking to form with businesses like yours.

The employer explains:

* The process of working with us/a provider
* Your role, responsibilities, and costs as an employer
* Short term benefits of offering industry placements
* Long term benefits of offering industry placements
* How the placement benefitted the young person/people

Link to case study.

Give me a shout if you want to talk through or know other businesses that might be able to support this initiative.

***EMAIL 4***

Subject: Come to our industry placement webinar/event

Dear <Name/ Sir or Madam>

We are running a webinar/event for employers that are interested in learning more about T Levels and industry placements. The webinar/event is focused on the employer’s view of T Levels. It will cover how industry placements work and the costs and benefits of offering industry placements. You’ll also have a chance to ask questions.

So… why not book on to our next 30-minute webinar to understand more without feeling you have to commit to talking to anyone?

Just click the link below to see date and time and to book.

WEBINAR: An introduction to industry placements

What's covered:

* Why the government is rolling out T Levels
* Why industry placements are so important
* What are the potential costs (and funding incentives)
* What are the potential benefits (short and long-term)
* How much red tape is there?
* Questions

**Please share...**

If industry placements still aren't for you, we'd really appreciate it if you could share the link to this webinar with other local businesses.

Thanks again for your time.