

Sample Email: Post-Fair Follow-Up With Students

Subject: Great meeting you at the College Fair: Next steps to explore [University Name]

Dear [Student's Name],

Thank you for stopping by the [University Name] booth at the [Name of College Fair] last week! I enjoyed our conversation about your interest in [specific program/major they mentioned] and wanted to share some additional information that might be helpful as you consider your college options.

Since you mentioned your interest in [specific interest/activity they mentioned], you should look at our [relevant program/department/opportunity]. [University Name] offers [mention the strengths of the relevant program in 1-2 sentences].

Also, here are some other resources that'll be of interest to you:

Virtual Campus Tour: Experience our beautiful campus from anywhere! [Link to virtual tour]

[Program Name] Information: Learn more about our renowned [program they're interested in] [Link to program page]

Student Life Video: See what it's like to be a [University mascot/nickname] [Link to student life video]

Financial Aid Calculator: Estimate your potential scholarship and aid opportunities [Link to calculator]

I'd also like to invite you to our upcoming online Information Session on [date and time], where you can meet faculty and students from the [relevant department]. [Registration link]

If you have any questions, please don't hesitate to reach out. You can reply to this email or call me at [phone number].

I look forward to helping you explore everything [University Name] has to offer!

Best regards,

[Your Name]

[Your Title]

[University Name]

[Contact Information]

[University social media handles]

P.S. Do complete your application by [priority deadline] to receive scholarship consideration!