STUDENT NETWORK ADVOCACY SAMPLE FOLLOW UP EMAIL



Dear [insert name of recipient],

I hope this email finds you well.  My name is [insert staff name], and I am the InterVarsity Christian Fellowship staff at [insert campus name].  [insert student name] gave me your email address because they thought you would enjoy hearing more about our ministry.

A few weeks ago, I sent you a letter to introduce our ministry and share opportunities to partner with us in prayer and finances. To help you get to know InterVarsity better, I thought you might enjoy this [video](https://vimeo.com/279334842) about our movement. Thank you for your prayers for our students. God has been at work on campus this semester [Share short story and photo]

I wanted to let you know about some exciting things coming up this spring! [Short Vision and info about Spring event – Spring Break or chapter camp]

As you consider your year-end giving, would you please consider investing a gift in the ministry at [insert campus name]?  It will be tax-deductible, and you can give by clicking on this link [insert a link to chapter account]. You can also set up a recurring gift (monthly, quarterly, or annually) as you would like on our website.

If you have any questions about InterVarsity at [insert campus name], please do not hesitate to contact me. Thank you for your partnership as we work together to see [insert student name] follow Jesus and engage the campus with the Gospel.

In Christ,
[Staff name or Team]
[Contact Info]