**COVID-19 Emails to Alumni and Other “Friends”**

***NOTE from Parker Dewey:*** *We hope these emails are helpful to you as you look for ways to use Micro-Internships as a resource to help your students during these current challenges. Please feel free to edit these messages as needed, and use our* [*Alumni Toolkit*](https://info.parkerdewey.com/alumni-toolkit-downloads) *for more examples of messaging that you can use!*

**Email #1:** *We suggest that you send this first.*

SUBJECT: Support [UNIVERSITY] Students Through Remote Projects

[UNIVERSITY] is continuing to closely monitor the challenges associated with COVID-19 and its impact on student internships. As an alumnus, you have a unique opportunity to support current students during this unprecedented time. One way we hope you will consider is by posting short-term, professional, paid work experiences (i.e. Micro-Internships) **which can be completed remotely.**

Through Micro-Internships, students can provide you with immediate support on professional tasks, while allowing them to demonstrate their skills, explore career paths, and develop their professional networks. These paid opportunities typically require 5 to 40 hours of work by the student, and the projects are similar to those completed during a typical internship.

[Click here](https://www.parkerdewey.com/example-projects) to see examples of projects.

We hope you will consider offering these remote projects as an innovative way to give back to our campus community while providing you with immediate support. And through our partnership with Parker Dewey, there are no administrative burdens.

To learn more and post projects, visit [UNIVERSITY’S Micro-Internship page].

**Email #2:** *We suggest that you send another message to alumni a few weeks later to keep this on their radar. Based on the timeliness of the message’s content, we recommend that this go out no later than the end of April.*

Dear [FIRST NAME],

We hope this finds you as well as can be expected.

As you may have seen, college students are among the many who have been directly affected by the current challenges surrounding COVID-19. Our class of 2020 and 2021 are particularly impacted as many have seen job and internship offers be rescinded over the past few weeks.

We have received many offers to help, and one unique way is by posting Micro-Internships for [UNIVERSITY] students.

Micro-Internships are paid, professional projects that generally range from 5-40 hours of work and can be completed remotely. These projects are similar to what is completed during a typical internship and allows students the opportunity to gain “real world” experience that they can showcase on their resume and leverage to obtain a future opportunity.

[UNIVERSITY] has partnered with Parker Dewey, the pioneer in Micro-Internships, who offers a platform for these projects that can be posted in a matter of minutes. Students completing these projects become independent contractors of Parker Dewey who guarantees your satisfaction, so you have little administrative burden and no risk.

If you are interested in giving back by posting a Micro-Internship for [UNIVERSITY] students, please click here [INSERT LINK TO UNIVERSITY’S PARKER DEWEY LANDING PAGE].

Thank you as always for your interest and support,

**Email #3:** *We suggest that you send at least one more follow-up message after another few weeks to continue to remind employers about this opportunity to engage your students.*

Dear [FIRST NAME],

As the semester draws to a close, we wanted to thank you again for your continued support during these challenging times. While classes may be ending, students continue to be particularly hard-hit from the fallout of the current challenges, and we wanted to reach out about a new way to directly support students in achieving their professional goals while also providing them with some financial support.

Micro-Internships are paid, professional projects that can be completed by students remotely. These opportunities allow students to obtain professional experience while showcasing their career readiness, communication skills, attention to detail, and grit through working on real projects from companies across the country.

[UNIVERSITY] collaborates with Parker Dewey, the pioneer in the Micro-Internship space to promote these Micro-Internship opportunities for our students. With these projects, you set the price, duration, and scope of the project, and the student becomes an independent contractor of Parker Dewey. This relieves you of administrative burdens while allowing you to provide a student with a professional experience that can be completed wherever they are. With so many full-time jobs and internship opportunities being canceled this summer, opportunities like these are rare and would directly address a major stressor for our students.

I hope that you consider these opportunities as a way to support [UNIVERSITY] students. Please click here to learn more [INSERT LINK TO UNIVERSITY’S PARKER DEWEY LANDING PAGE].