

Sample Invitation Letter to School – Sign MFG Day Event

Notes:

- Email is great – using Loom as a quick video intro is also a great way to get noticed!
- Follow-up is key. Don't wait a few weeks. Follow up within a few days at most.
- Fill in the portions highlighted in red
- Include a note that targets appropriate teacher (recommend career and technical education classes), career/guidance counselors or instructors in community colleges
- If you focus on an in-person tour and need to limit the size of group, mention this in your email.

Dear [Name],

Friday, October 4 is Sign MFG Day – a day sponsored by the National Association of Manufacturers (NAM) and the International Sign Association (ISA) to:

- Educate local students on how manufacturing offers rewarding, good paying, and highly skilled career choices;
- Expand our community's awareness of manufacturing, the sign, graphics and visual communications industry and how we contribute to the local and national economy; and
- Showcase the wide range of diverse job opportunities that exist within the sign, graphics and visual communications industry.

We are partnering with ISA and NAM as part of this important day and I am inviting you and your students to [personalize for your event – i.e. participate in an open house and tour of our company where team members will show-and-tell their roles in the process] at [company name] on Friday, October 4 from [time; (i.e. 9:00 AM – 10:00 AM)].

[Insert company information describing your company in two to three sentences. Insert one or two sentences stating what you feel you have to offer students. If you have participated in Sign MFG Day in past years highlight this.]

This open house and tour is a valuable and educational opportunity for your students to see our company and to learn more about the sign, graphics and visual communications industry – and more importantly, how their skills translate to what we do every day. The sign, graphics and visual communications industry is extremely varied, offers competitive wages, employs more than 200,000 American workers and has an economic impact of more than \$37.5 billion.

My employees and I sincerely hope you will accept our invitation. Please let me know at your earliest convenience if you will be able to attend. My direct line is [phone number] and my email address is [email address]. Thank you and I look forward to seeing you and your students on October 1.

Best regards,

[Name and Title]