**WWF’S LIVING PLANET @ CAMPUS PROGRAM**

**TEMPLATES: EMAIL OUTREACH TO LIVING PLANET @ CAMPUS STUDENTS**

As a WWF Campus Partner under MOU with WWF-Canada, you can contact students registered with our program from your institution. Use the templates below to encourage student participation in activities and opportunities you offer on campus, supporting your engagement and conservation goals.

Note: Students reserve the right to request that you do not contact them. If a student requests you do not email them again, ensure you keep them off your outreach list next time.

While WWF Campus Partners can contact students registered with our program from your institution, **the WWF student list should not be added to your own newsletter list**. In your personalized email to students, you can include an opportunity to sign up for your newsletter so that students can stay informed on your campus opportunities.

**BEST PRACTICES**

* **Do not add the WWF student list to your own newsletter list**. WWF students should be contacted by email directly (or using a personalized MS Word Mail Merge). In your personalized email, you can include a link to subscribe to your newsletter.
* Watch the Website Tutorial **(coming soon!)**, outlining how to pull reports on student registrations at your school
* Filter and remove from your Excel report students who have:
  + Graduated (see “Expected Graduation Date” field in the Excel report)
  + Requested not to be contacted
* In your email message:
  + Always identify yourself/your office in relation to WWF’s Living Planet @ Campus program (see template below for an example of this).
  + Always relate your offering back to WWF’s Living Planet @ Campus program, such as if it counts towards WWF’s Living Planet Leader student certification, so students understand why they are being contacted.
  + Personalize your email and avoid creating the look and feel of a mass email. For example, use merge fields including student’s first name.
  + For long contact lists, use an application such as Mail Merge in Microsoft Word to personalize your email.
  + Have a way for students to opt out of receiving your emails. For example, if a student requests you do not email them again, ensure you keep them off your outreach list next time. Implement a tracking list for yourself if this will help you honour such requests and respect privacy.
* Use your discretion for frequency of emails (WWF only emails students a few times a year).

**EMAIL TEMPLATES**

***Email 1: To promote a campus activity to students in the WWF Living Planet @ Campus program***

Hi [Student First name],

I’m [Your First name] from [Department/Office] here at [Campus name]. Our [college/university/CEGEP] is a WWF Campus Partner through [WWF’s Living Planet @ Campus program](https://campus.wwf.ca/). We help bring the program to life on campus and are here to support you with any questions. From time to time, we offer opportunities right here on campus for Living Planet @ Campus students that you can count towards your [WWF Living Planet Leader student certification](https://campus.wwf.ca/event/living-planet-leader/).

[Describe the upcoming activity, how they can be involved, how to register].

*If applicable*: This activity can count towards your WWF Living Planet Leader student certification under [Living Planet Leader category/categories].

Don’t hesitate to reach out if you have any questions!

Best,

[Your name]

[Signature with link to [A WWF Campus Partner](https://campus.wwf.ca/partners/) page, if desired]

***Email 2: To introduce yourself and check-in on students working on the WWF Living Planet Leader certification***

Hi [Student First name],

I’m [Your First name] from [Department/Office] here at [Campus name]. As you may know, our [college/university/CEGEP] is a WWF Campus Partner through [WWF’s Living Planet @ Campus program](https://campus.wwf.ca/). We help bring the program to life on campus and are here to support you with any questions.

We see that you are working towards your WWF Living Planet Leader certification and we are here to help. From time to time, we offer opportunities right here on campus for Living Planet @ Campus students that you can count towards your [WWF Living Planet Leader student certification](https://campus.wwf.ca/event/living-planet-leader/). If you have any questions about the certification or need help in finding opportunities that can count towards it, don’t hesitate to reach out.

Best,

[**Your name**]

[Signature with link to [A WWF Campus Partner](https://campus.wwf.ca/partners/) page, if desired]

***Email 3: To promote a campus opportunity that links to WWF’s Living Planet Leader certification***

Hi [Student First name],

I’m [Your First name] from [Department/Office] here at [Campus name]. As you may know, our [college/university/CEGEP] is a WWF Campus Partner through [WWF’s Living Planet @ Campus program](https://campus.wwf.ca/). We help bring the program to life on campus and are here to support you with any questions. From time to time, we offer opportunities right here on campus for Living Planet @ Campus students that you can count towards your [WWF Living Planet Leader student certification](https://campus.wwf.ca/event/living-planet-leader/).

[Describe the upcoming activity]. This activity can count towards your WWF Living Planet Leader student certification under [certification category/categories]. [Describe how they can be involved and how to register].

Don’t hesitate to reach out if you have any questions!

Best,

[Your name]

[Signature with link to [A WWF Campus Partner](https://campus.wwf.ca/partners/) page, if desired]