**Sample recruitment email for Volunteer Coordinators**

The sample recruitment email below may be helpful as you begin putting together your recruitment plan. Please feel free to modify as needed.

**Help a child to read by volunteering with Chapter One!**

[*Insert your company name*] is excited to be partnering with the non-profit, Chapter One, to bring you an **online volunteering opportunity!** In just 30 minutes a week you can have a direct impact on the lives of young children by helping them practice their reading!

The online reading program is flexible, simple, and rewarding! [This video](https://www.youtube.com/watch?v=C-ftN-wE5z0) will give you a short introduction to the program.

**How does the program work?**

* You’ll be paired with a child between the ages 5-7 who is reading below grade-level.
* You and your paired student will read together for 30-minutes once a week using the Chapter One reading platform.
* Your commitment is for an entire academic year (October to May) so you can develop a relationship with your student and help them grow as a reader.

**What skills do you need to volunteer?**

Enthusiasm for reading, patience, and a sense of fun! *[insert names of any resources (flyer) you are including*] on volunteering with Chapter One is attached.

**I’d really like to do this, what should I do next?**

*[Insert description of your company’s process for recording interest and sign-ups!*]

**It all starts with literacy.**

*Chapter One is a non-profit committed to improving   
literacy outcomes in under-resourced communities.*