

Parent Outreach Email – Student's in Crisis Fund

Greetings! I hope that you and yours are well as we approach the New Year. My name is, and in my position I coordinate closely with our Parent and Family Programs. As a parent, the increased stress students are facing due to the pandemic is likely familiar. We've had an influx of students in need of emergency support to cover rent, pay bills, and purchase groceries. I'd love to discuss your desired engagement with our university at this time and share an exciting matching gift opportunity to enhance the Students in Crisis Fund endowment.

If you're available to talk, virtually via Zoom or on the phone, I look forward to having a brief conversation about the positive impacts we've been making on the lives of students in need this year.

Additional phrases brainstorm:

Your generosity will help students to maintain their enrollment status in light of the pandemic.

Many students are experiencing temporary hardship.

Students from backgrounds with no safety net need you.

Let's secure the future of student's success together.

As a parent, you are aware of the toll this pandemic is taking on students. Many come from backgrounds with no safety net and are facing uncertainty with housing security and continuance of pursuing their degree.

Make a direct impact on student success by addressing immediate needs of students effected by the pandemic.

We are proud of the impact we've made so far with over a thousand students utilizing our fund.

We have increased our efforts in order to meet the need of students at this time.

Please consider joining in a unique opportunity to improve a student's success rate due to the challenges we're facing nationally.

Many students feel they are left with no options.

As our students transition to a remote learning environment, needs are continuing to grow.

Housing and food insecurity, an unexpected medical bill, or the loss of a job can derail a student's college career. But you can help them survive a crisis and stay in school.

When three generous, far-sighted UO parents created the Students in Crisis Fund, they couldn't have imagined how a global pandemic would intensify the need for it