**Sample Recruitment Outreach | Email Template**

In order to reach the most qualified talent, it is important to take action beyond placing job advertisements. Proactive outreach can be used to connect with referrals, as well as both active and passive potential candidates. **Passive candidates** are not actively searching for positions, but are usually willing to discuss or consider new opportunities when contacted directly about an opportunity that aligns with their interests.

*The most effective way to reach a passive candidate is by direct outreach*, whether by phone or email. See the sample recruitment outreach email below for guidance on engaging potential candidates directly.

**Sample Candidate Outreach Email**

Subject: (*Insert position title*) | UGA Student Affairs

(*Insert contact name*):

I am reaching out because we recently launched a search for the position of (*insert position title*) in (*insert unit*) with the University of Georgia’s [Division of Student Affairs](https://studentaffairs.uga.edu/).

**About the Position**: The position being recruited for plays an important role in our unit in that it (*insert short description of primary duties and impact*). I’ve attached the full description for more information.

**Our Passion**: Include some examples of the mission of the unit, and how this position will help to drive that mission forward.

**About Us:** With more than 600 talented faculty and staff, and over 1,200 student employees, Student Affairs provides countless learning, development, and support opportunities that inspire students to lead, discover, and serve. Our role on campus is to enrich student learning and support student development and growth. Our programs, resources, facilities, and diverse staff help to make the campus smaller, more dynamic, and welcoming for everyone. Whatever the interest or need, we are committed to help students find their place at UGA and thrive through campus engagement.

If you know of someone who would be interested, or if you have interest personally, we would love to hear from you. Please feel free to respond to learn more, express interest, or to share your thoughts on strong candidates for this position.

Thank you for your time and consideration.

Sincerely,
(*Your name*)