

# SKILLSUSA NATIONAL SIGNING DAY

## Sample Email Marketing

Email is an easy, effective way to reach attendees. Use the sample content below to start planning. Use a platform like Constant Contact or Mailchimp for a professional look. (Your school may already have an account.)

### Sample Email Calendar

| TIMING      | TYPE           | SUBJECT   |
|-------------|----------------|---|
| 7 Weeks Out | Save-the-Date  | Save the Date: SkillsUSA National Signing Day   |
| 6 Weeks Out | Invitation     | You're Invited! Celebrate our Future Skilled Professionals on SkillsUSA National Signing Day! |
| 4 Weeks Out | Event Details  | Celebrate the Next Generation of Skilled Professionals on SkillsUSA National Signing Day!     |
| 1 Week Out  | Event Reminder | Ready to Celebrate Our Students on SkillsUSA National Signing Day?                            |
| 1 Day Out   | Event Reminder | SkillsUSA National Signing Day is here!<br>Time to Celebrate Our Students!                    |

### Sample Email Content: Save-The-Date

Subject: Save the Date: SkillsUSA National Signing Day

Join [SkillsUSA Chapter Name] to celebrate SkillsUSA National Signing Day on May 6, a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future. Celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. At our event, you'll also learn more about SkillsUSA and the life-changing difference it makes every day in the lives of our students, both personally and professionally.

We hope to see you on [insert date, time and full location address here] as we celebrate America's future! Please reach out with any questions!

[Insert name]

[Insert signature and relevant contact information]

# SKILLSUSA NATIONAL SIGNING DAY

## Sample Email Marketing

*Continued*

### Sample Email Content: Invitation

Subject: You're Invited! Celebrate our Future Skilled Professionals on SkillsUSA National Signing Day!

Dear [insert name],

Join [SkillsUSA Chapter Name] to celebrate SkillsUSA National Signing Day on May 6, a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future. Help us celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. At our event, you'll also learn more about SkillsUSA and the life-changing difference it makes every day in the lives of our students, both personally and professionally.

We hope to see you on [insert date, time and full location address here] as we celebrate America's future! Please reach out with any questions!

[Insert name]

[Insert signature and relevant contact information]

### Sample Email Content: Event Details

Subject: Celebrate the Next Generation of Skilled Professionals on SkillsUSA National Signing Day!

Dear [insert name],

SkillsUSA National Signing Day is only one month away. Please join [SkillsUSA chapter name] on May 6 to celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. Our event will also feature [insert any specific information here, e.g., speakers, activities, etc.].

We hope to see you on [insert date, time and full location address here] as we celebrate America's future! Please reach out with any questions!

[Insert name]

[Insert signature and relevant contact information]



**NATIONAL**  
*signing day*

# SKILLSUSA NATIONAL SIGNING DAY

## Sample Email Marketing

*Continued*

### Sample Email Content: Event Reminder #1

Subject: Ready to Celebrate Our "Trades Stars" on SkillsUSA National Signing Day?

Dear [insert name],

SkillsUSA National Signing Day is May 6, just one week away! We hope you're ready to join [insert SkillsUSA chapter name] in the celebration of our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. This inspirational, pride-fueled event will also feature [Insert any specific information here, e.g., speakers, activities, etc.].

We can't wait to see you next week on [insert date, time and full location address here]. Together, we'll celebrate America's future!

[Insert Name]

[Insert Signature and Contact Information]

### Sample Email Content: Event Reminder #2

Subject: SkillsUSA National Signing Day is here!

Dear [insert name],

SkillsUSA National Signing Day is tomorrow, May 6! We're so excited to have you join [SkillsUSA Chapter Name] to celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. This inspirational, pride-fueled event will also feature [Insert any specific information here, e.g., speakers, activities, etc.].

We can't wait to see you tomorrow on [insert date, time and full location address here]. Together, we'll celebrate America's future! Please reach out with any questions, and feel free to share any photos or videos of the event on social media. If you do, please use the hashtag #SkillsUSANationalSigningDay and please tag @SkillsUSA.

[Insert name]

[Insert signature and relevant contact information]