**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 learning to read.

Using your volunteer days for the Chapter One Online Reading Volunteer program is:

* **Time-efficient** – only 30 minutes a week for the duration of the school year.
* **Flexible** – can be modified to accommodate your busy schedule and allows you to volunteer from anywhere with an Internet connection.
* **Simple** – the online platform guides volunteers through each reading session.
* **Rewarding** – you can make a transformative difference in the life of a young child.

Watch [this video](https://www.youtube.com/watch?v=C-ftN-wE5z0) for a short introduction to the program.

**How does it work?**

* We partner with Title I schools to bring a much-needed resource to students just learning to read.
* You’ll 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-minute once a week using the secure Chapter One reading platform.
* Your commitment is for an entire academic year so you can build consistency, develop a relationship with your student, and watch your student grow as a reader.
* At the end of the school year, you celebrate with your student at the year-end celebration ceremony.

**Why is Chapter One reading support needed?**

A child who can read is set up for life. Not just because they do better at school and have better job prospects, but because they are happier and more confident. We know that if a child is not reading proficiently by the end of first grade, they will likely not read proficiently in fourth grade either. **According to the 2022 NAEP National Report Card, only 33% of elementary students are proficient readers** by the end of fourth grade.

**Literacy not only affects our youngest learners, it also impacts young and older adults too.** According to the US Department of Education, 54% of U.S. adults (16-74) are not literacy proficient. Illiteracy on this scale has a serious impact on our society, reducing life expectancy in communities affected and the competitiveness of our economy.

**Chapter One is working hard to change the story and reading volunteers across the country are helping to break this cycle by setting children up to succeed.**

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

Enthusiasm for reading, patience and a sense of fun are all you need! *[insert names of any resources (flyer) you are including*] on volunteering with Chapter One is attached and please reach out to us if you have any questions.

**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 the literacy outcomes in   
under-resourced communities.*