Appendix C: Sample Webinar Marketing Text (Email)

SUBJECT: Free Online Training: Intergenerational Service-Learning Success with SaYES Course

The Northwest Regional Educational Laboratory (NWREL) is pleased to offer a free webinar on the Seniors and Youth Engaged in Service (SaYES) "Making the Connection" online course. You are receiving this email because you provided input or expressed interest in this tool at some stage during its development. If you are seeking to establish or improve intergenerational service-learning initiatives, especially by involving youth and Baby Boomers, you will not want to miss this introduction to the features and uses of this innovative online tool.

The Making the Connections" course (available at http://www.servicelearning.org/resources/sayes/index.php) was created by NWREL and ETR Associates with funding from the Corporation for National and Community Service to help connect age 50+ adult volunteers—particularly Baby Boomers—to service-learning efforts in schools. The course provides tools and resources for programs creating partnerships for intergenerational service-learning. It is organized into three content areas:

1) Creating Partnerships
2) Strategies for Schools To Engage Older Adult Volunteers in Service-Learning
3) Strategies for Volunteer Organizations To Find and Keep Age 50+ Adult Volunteers

This introductory webinar will be hosted by Nicky Martin, Kirk deFord, and Jean Spraker of NWREL, and will be offered at the following dates and times. The webinar will last no more than one hour.

1) Tuesday, December 5th, 11:00 a.m. Pacific/2:00 p.m. Eastern
2) Wednesday, December 6th, 8:00 a.m. Pacific/11:00 a.m. Eastern
3) Thursday, December 7th, 11:00 a.m. Pacific/2:00 p.m. Eastern

To participate, you will need both a reliable Internet connection and a phone line to connect to a toll-free teleconference number. Space is limited to 20 participants signed up on a first-come, first-served basis, and preregistration is required. To register and receive connection information, please contact Erich Stiefvater by phone at (800) 361-7890 or by email at stiefvae@nwrel.org. Be sure to provide your contact information and specify which of the three offered dates/times you would like to attend.

Thank you, and we hope you will join us.

Best regards,

NWREL, ETR Associates, and Corporation for National and Community Service
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