**National Apartment Association**

**Affiliate Email Template to College Counselors**

**Feb. 13, 2017**

**Subject:** Recruiting at your campus this April

Hello X,

Did you know that April is RPM Careers Month? I’m [first name], [title] at [affiliate association name], and we’d like to partner with you to spread the word on the wealth of career opportunities in residential property management for students and recent grads.

We’d love to host an event at [college or university name], ideally on or around National Apartment Housing Day on April 6. The event will give your students a chance to talk with an RPM professional in person about careers in RPM, which often offer higher-than-average salaries, reduced rent, tuition reimbursement, and room to advance.

Here are a few things we had in mind: [Include all that apply]

* Visit a class and speak to your students about how [hospitality, real estate, or business — include all that apply] graduates excel in RPM.
* Speak with interested student groups about the RPM industry.
* Provide materials for distribution on campus.
* Provide content to share on your social media accounts.
* Advertise in your student publication.
* Host a table at an upcoming career fair.

Please let me know what you think. I look forward to hearing from you soon so we can work together. Don’t let your students miss out on RPM careers!

Thank you,

[Name]

[Title]

[Association]