



SAMPLE PARTNER OUTREACH LETTER

[INSERT DATE]

Dear [INSERT FIRST NAME],

According to the 2010 U.S. Census data, the Asian American and Pacific Islander (AAPI) population is projected to reach nearly 40 million people by 2050. Data also show AAPI students will experience a 35 percent increase in college enrollment over the next decade. Unfortunately, AAPI students often have the lowest educational attainment rates in the country and nearly 65 percent of adults 25 or older, in some AAPI subgroups, will never attend college.

[INSERT ORGANIZATION'S NAME] and the “We’re the Changing Face of America” campaign wants to help increase access and completion among AAPI students. The campaign reminds campus administrators, higher education leaders, and policymakers to do their best to help ensure that past access and success challenges experienced by the AAPI student population cannot continue.

The “We’re the Changing Face of America” campaign is directed by the Asian & Pacific Islander American Scholarship Fund (APIASF) and the National Commission on Asian American and Pacific Islander Research in Education (CARE)—the leading AAPI student- and research-focused organizations, respectively.

[INSERT YOUR ORGANIZATION'S NAME] is asking [INSERT PARTNER'S ORGANIZATION NAME] to partner with us to support and organize a local event and presentation to promote the important message of the “We’re the Changing Face of America” campaign.

[INSERT A PARAGRAPH DESCRIBING YOUR LOCAL EVENT.]

[YOU MAY A PARAGRAPH SUGGESTING YOUR PARTNERSHIP IDEAS OR FEEL FREE TO GET IDEAS FROM WWW.CHANGINGFACEOFAMERICA.COM.]

Please consider joining as a local partner and help us expand the campaign's reach to AAPI students in our community. Please visit the “We’re the Changing Face of America” website for more information at www.changingfaceofamerica.com.

We thank you in advance for supporting our efforts to help the U.S. higher education system equitably meet the unique needs of AAPI students.

Sincerely,

cc: The "We're the Changing Face of America" Campaign
c/o Asian Pacific Islander American Scholarship Fund
2025 M Street NW, Suite 610
Washington, DC 20036