

**Outreach Templates**

The Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. As the communications industry evolves, there is a growing overlap with public relations and other common majors. Those include:

* Advertising
* Business Administration and Management
* Creative Media
* English
* Film and Video
* Human Resources
* Journalism
* Marketing
* Media Studies
* Nonprofit Administration
* Political Science
* Public Administration
* Speech Communication
* Sports Management
* Theology and Biblical Studies
* Visual Communication

To drive new member enrollment, PRSSA encourages Chapters to reach out to professors and students across various departments. This document includes templates for outreach messages. Students and faculty advisers are encouraged to customize messages to make them more effective.

**Student-to-Student Message**

Hello [INSERT NAME],

Think PRSSA is just for PR majors? Think again! My name is [INSERT NAME], and I am a member of [INSERT SCHOOL]’s PRSSA Chapter. As the communications industry continues to evolve, there is a growing overlap with public relations and other majors.

Because you are a [INSERT MAJOR] major, I thought you may be interested in learning more about PRSSA. Joining PRSSA gives students access to a variety of membership benefits. Some of my personal favorites include internship listings, scholarships and leadership opportunities. Dues are just [INSERT COST] per year. You can become a member by visiting [joinprssa.org](https://joinprssa.org/).

I hope you’ll consider joining! Let me know if you’d like to meet and learn more. Our next event is on [INSERT DATE].

Sincerely,

[INSERT NAME]

**Faculty-to-Faculty Message**

*Recommendation: Distribute this message to professors in your department, professors in other relevant fields of study and academic advisers.*

Hello [INSERT NAME],

The Public Relations Student Society of America (PRSSA) isn’t just for PR majors. It is made up of more than 10,000 students across the world. As the communications industry continues to evolve, there is a growing overlap with public relations and other majors at [INSERT SCHOOL]. Many of your [INSERT MAJOR] students may be interested in learning more about PRSSA and joining the [INSERT SCHOOL] Chapter.

PRSSA gives students access to a variety of membership benefits which launch their careers, broaden their professional networks and enhance their education. The organization also offers internship listings, scholarships and many leadership opportunities. Many of my students have been able to connect with a network of peers and professionals who have become lifelong friends and mentors.

Dues are [INSERT COST] per year, and students can become a member by visiting [joinprssa.org](https://joinprssa.org/).

Please pass this information along to your students. If you’d prefer, I’d be happy to have a PRSSA member speak to your class.

Sincerely,

[INSERT NAME]