Email to registrants promoting return to event

*Note: I dropped in merge fields. PLEASE test before sending to make sure the merge fields work properly. This email should be sent to your fall participants by downloading them from your fall event and loading them into your spring event as invitees. If you need help, contact your program manager. ALSO, GTCF will not be able to sponsor any giveaways this spring. If you don’t plan to gamify, be sure to remove that copy below.*

Subject line: **3 Reasons to Visit (or revisit!) the Virtual Fair (spoiler alert: $$ GIVEAWAYS $$)**

Hey \*/contact-first\_name/\*,

Whether you were able to visit the \*/event-name/\* or not, now is a great time to check it out.  Here are three great reasons to visit the virtual college fair:

·         **Informative Presentations**: There are recorded presentations for you to watch live or on demand.  Learn more about the college search/college application process no matter where you are on the timeline.

·         **Awesome College Booths**: Filter colleges by attributes like geography, campus size (small, medium, large), campus setting (urban, rural, suburban), and even majors offered!  Each booth has a TON of information on the college and you can visit these booths *anytime*, they’re up now, so check them out!

·         **GIVEAWAYS**  (ok we buried the lead here): **Visit 10 college booths or more** **between now and \*/end date/\* and be registered to win Amazon gift cards up to $100!!!**

We also have some **exciting new features** available, including live group video chat with college representatives (and other student attendees) and college matchmaking!

Please respond by clicking either \*/link:event-acceptUrl:Accept and Begin Registration/\* or \*/link:event-declineUrl:Decline/\*.

We look forward to seeing you there!

Best,

**[Signature]**

**[Fair Logo]**