

## Advice for Company Outreach During COVID-19

Use these guidelines when reaching out to your contacts during the COVID-19 crisis, whether you have requested an informational interview or simply hope to reconnect. You can also use this language to check on the status of an interview process or the impact to an offer.

- Before you reach out, consider reaching out to the MBACM Alumni Services team. We are contacting companies about the status of their hiring plans due to COVID-19.
- Set an appropriate tone. When reaching out to a company contact, first acknowledge the current situation and that you hope they are safe and healthy.
- Be tactful. Show that you understand this situation may have led to delays or disruptions to plans, and consequently, you wanted to check in on status or any updates to their timelines.
- Show patience and understanding as you await their reply. Many of your contacts may be juggling more than work responsibilities, such as parenting children home from school.

The following example provides a template for an initial **cold outreach** email during COVID-19.

Hi Andrew,

I'm a Wharton WGXX graduate and saw in our alumni directory that you're working in [Industry]. I hope you and your loved ones are safe as we are in an uncharted situation personally and professionally. It has certainly been an adjustment, my cat is becoming territorial.



connection first,  
show concern

I noticed you have worked in a startup and now at [Company], both in enterprise cloud. I'd be curious to learn more about your career, specifically your thoughts on key players and how you think our current situation is affecting the business and opportunities to work in the space.



content rich,  
clear ask

If your schedule has some flexibility, would you be open to a quick call with me? Happy to accommodate you, but here are some options:



flexible time,

I'm available:

\*Monday after 10 am

\*Tuesday after 1 pm

\*(or a day and time that fits into your schedule)



offer specific  
options as well as  
some flexibility,

Thanks in advance. I look forward to speaking with you, and will follow up next week if these times don't work.



maintain control  
of follow-up

Best,  
[Insert Signature]