



Teacher Candidate Cultivation Messaging

Overview

Below are messages HR staff and school leaders can adapt and use as part of their candidate cultivation strategy to encourage candidates to stay engaged in the selection process, build their investment, and ultimately accept a job offer. HR teams should define what triggers candidate outreach (e.g., a candidate who takes more than 2 business days to sign up for an interview), who is responsible for that communication (if it is not automated), and have a plan to respond to any candidates promptly, using a tool like the [Candidate Cultivation Workplan and Tracker](#).

For additional cultivation strategies and guidance, see the [New Teacher Onboarding and Cultivation Guide](#).

Outreach to Prior Candidate Encouraging them to Apply

Dear <Name>,

I hope this email finds you well! My name is <Name> and I'm a <title> at <district/network>. I noticed you applied to a teaching position with us last year <update if needed>, and I wanted to get in touch to see if you are interested in current teaching opportunities.

I'm excited to share that we are hiring for a range of positions across our schools, and given your skills and experiences, I believe there's a good fit for you. Additionally, <district/network> is proud to offer our teachers support to grow, opportunities to make a difference in the community, and a competitive benefits package <replace with language specific to your employee value proposition>. This year, we've also implemented <insert a new initiative or change meant to better support and/or retain teachers>. You can learn more about teaching at

<district/network> here <insert link to teacher careers page>.

You can find our job postings with links to apply here <insert link>. We are also hosting a webinar for prospective candidates on <date and time>; you may register here <insert link> <edit or remove based on current candidate events>. Finally, if you have any questions, feel free to reply here or let me know when you're available for a call.

I hope to see your application soon and thank you for your consideration!

Warmly,

<Name>



Outreach to Recently Retired or Resigned Teachers Encouraging them to Apply

Note: We recommend that this communication come from a school leader who worked with this former teacher. You will also want to consider how the selection process may be abridged for a past employee and/or if they could be guaranteed placement at their former school.

Dear <Name>,

<Insert personal greeting> I am getting in touch to share that <school> is looking for <insert specific role former teacher may be interested in>, and I immediately thought of you. Given your commendable teaching record, including <highlight a few achievements>, I know our students would benefit tremendously from the strengths and care you would bring to the role. I'm also excited to share that our school has increased planning time for teachers, enhanced our benefits package, and continued to build a supportive culture focused on serving our students

<replace with language specific to your employee value proposition>.

If you are willing to consider this opportunity, I'm wondering if we could schedule some time to talk about the position and potential next steps. Could you share a few days and times you're available for a conversation? In the meantime, if you have any immediate questions or concerns, please send them my way.

As you know, this is a critical time for our students—they've lost out on instruction and connection during the pandemic, and we now have an opportunity to accelerate learning—but we can't do that without strong educators like yourself. I hope to talk soon and thank you for your consideration.

Warmly,

<School Leader Name>



Encourage Candidate to Complete Next Step in Selection Process

Dear <Candidate Name>,

Thank you so much for your interest in a position with <school system/school>. My team and I are excited to get to know you and the skills and experiences you could bring to this role. We are hiring quickly for the coming school year and are proud to offer teachers supports to grow, opportunities to make a difference in the community, and a competitive benefits package <consider replacing with language specific to your employee value proposition>. We would like to invite you to the next stage in our selection process, and to do that we do ask that you complete <next step> by <insert instructions> at your earliest convenience.

If you have any questions or would like more information, please reach me at <insert recruiter's contact information>. In the meantime, check out some of the great work our teachers and students are doing: <insert a positive post from the system's website, social media feeds, blogs, or positive press coverage>.

Again, we hope to get to know you more and thank you for the effort and time you have already put into our selection process.

Warmly,

<Recruiter Name>

Encourage Candidate to Accept School-Based Job Offer

Note: We recommend that this communication come from the school leader who offered to the candidate.

Dear <Candidate Name>,

I hope this message finds you well! As I expressed earlier, my team and I are thrilled to offer you the role of <job title> at <school name>. Your <insert candidate qualities that stood out during the interview process> and your experience doing <insert relevant job experience> make you an incredible candidate for this position, and I know you would make a meaningful difference for our students. The teacher coaching, leadership opportunities, and work-life balance our school offers will help you grow in your career with a team of like-minded colleagues committed to supporting each other <consider replacing with language specific to your employee value proposition>.

If you have any questions or concerns about the role, I am happy to schedule some time to talk; just let me know your availability. Also, I'm happy to connect you to a current teacher if you would like to hear more about their experiences at our school.

Thank you for the time and energy you have put into our hiring process. As we are moving through a fast-paced hiring season, please provide an update on your decision to accept this offer by <date>. Again, if you have any questions or concerns, I am happy to talk.

Warmly,

<School Leader Name>



Encourage Candidate to Accept Early Open Job Offer

Note: We recommend that this communication come from the selector who interviewed and extended the offer to the candidate.

Dear <Candidate Name>,

I hope this message finds you well! As I expressed earlier, my team at <school system> and I are thrilled to offer you the role of <job title>. Your <insert candidate qualities that stood out during the interview process> and your experience doing <insert relevant job experience> make you an incredible candidate for this position, and I know you would make a meaningful difference for our students. The teacher coaching, leadership opportunities, and work-life balance our <district/network> offers will help you grow in your career with a team of like-minded colleagues committed to supporting each other <consider replacing with language specific to your employee value proposition>. Additionally, by accepting this early offer, you will have the opportunity to speak with multiple school leaders to ensure you're placed at a school that will complement your strengths and contribute to your growth <note – adjust this language to accurately characterize your placement process for early hires>.

If you have any questions or concerns about the role, I am happy to schedule some time to talk; just let me know your availability. Also, I'm happy to connect you to a current teacher if you would like to hear more about their experiences at <district/network>.

Thank you for the time and energy you have put into our hiring process. As we are moving through a fast-paced hiring season, please provide an update on your decision to accept this offer by <date>. Again, if you have any questions or concerns, I am happy to talk.

Warmly,

<Name>

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