Email Communication to Your **JUNIORS**: When to Apply to College

**Suggested Subject Line**:

How to determine when to apply to college

**Copy**:

Dear **[student],**

As senior year approaches, you should determine which of the two big college application deadlines—early or regular—best fits your college goals. There are certain advantages and disadvantages to applying to each. That’s why it’s important to do some research and discover for yourself which one best fits your needs.

To help you do this, [check out this article](https://www.act.org/content/act/en/students-and-parents/class-of-2019.html) which explains:

* Each deadline and a list of schools that adhere to each
* The advantages and disadvantages of early & regular decision deadlines
* How to submit an application colleges will love

If you have further questions on this topic, please schedule a time to come see me.

**[Signature]**

Email Communication to **PARENTS** of **JUNIORS**: When to Apply to College

**Suggested Subject Line**:

How to determine when to apply to college

**Copy**:

Dear **[First Name],**

As senior year approaches, your child should determine which of the two big college application deadlines—early or regular—best fits their college goals. There are certain advantages and disadvantages to applying to each. That’s why it’s important to do some research and discover which one best fits your child’s needs.

To help you and your child do this, [check out this article](https://www.act.org/content/act/en/students-and-parents/class-of-2019.html) which explains:

* Each deadline and a list of schools that adhere to each
* The advantages and disadvantages of early & regular decision deadlines
* How your child can submit an application colleges will love

If you have further questions on this topic, feel free to contact me.

**[Signature]**