



## Promoting The Mandela Washington Fellowship Application to YALI Network Members via Email

The YALI Network is a key target audience that can help you advance policy priorities in your countries since members have expressed an interest in the United States, but may not already be incorporated in your contact lists. As of September 2016, the YALI Network has grown to over 250,000 members, representing every sub-Saharan African country.

### Why should I email YALI Network members in my country regarding the MWF application?

Outreach to YALI Network members helps post recruitment efforts by:

- Providing a targeted list of already interested and motivated young people
- Finding individuals who have been active in YALI Network courses and campaigns
- Identifying previous Fellowship applicants
- Identifying potential applicants outside of major cities

Hosting Mandela Washington Fellowship application sessions is also a great way to meet YALI Network members and boost applications.

### What emails will YALI Network members already receive?

The YALI Network will be sending weekly MWF application emails to all YALI Network members with application tips and deadline reminders. It is highly recommended that individual Embassies also do targeted email outreach to their YALI Network members about activities regarding the Fellowship application on the country level.

### What types of events should I invite YALI Network members to?

- "Roadshow" events across the country, reaching audiences outside major cities
- Q&A sessions with Mandela Washington Fellowship alumni
- American Spaces application computer session open houses

### How do I email the YALI Network members in my country?

You can make an email request at [yali.state.gov/emailrequest](http://yali.state.gov/emailrequest), but first:

- Define your email: event invite or informational email
- Define your audience: past application status, demographics or location, max event size, etc.
- Visit [yali.state.gov/emailrequest](http://yali.state.gov/emailrequest) for templates and tips to get started
- Write the email - or use our template - and request an RSVP form for events
- Submit the request at least 1 week before the event in order to have time to collect RSVPs

**Note:** The YALI Network team will send you a test email for confirmation before the final email is sent.

**Find best practices, emails templates and example RSVP forms on the email request form at:**  
[yali.state.gov/emailrequest](http://yali.state.gov/emailrequest)