

# Client Email Guide

PST 315: Methods of Policy Analysis and Presentation

Prof. Jack Reilly

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Welcome to PST 315! Throughout the first few weeks of the class, you will focus on getting to know your client, fostering the start of a positive relationship, and creating a mutual understanding of expectations for the report you will be making for them.

In class, your UCA will provide you with your client's name, contact information, and some details the client shared with us about their expectations for the project. Please note, these details may be vague and that is okay. You will be meeting with your client to ask additional questions and ensure you are on the same page.

Your first step will be to send an introductory email to your client. Your email should include a personal introduction and request to meet with your client. You can also express your excitement to work on the project. Finally, you should include a brief overview of what you want to discuss in the meeting, which is to further clarify expectations and create a [contract](#) and [timeline](#) for the project.

On this email, and **ALL** emails with your client going forward, you must CC your UCA. This is very important throughout the semester so your UCA can monitor your emails and help with any problems that may arise. Failing to CC your UCA on email communications with your client could result in losing a professionalism point.

Please note that clients will know the project you are working on as the **Community Link Project**, not PST 315. Most are aware that you are completing this for class credit, but when referring to this project to your client, do not refer to it as PST 315 – just call it the Community Link Project.

When sending any emails to your client, please make sure to practice professionalism. You want to foster a positive client relationship, and this starts with presenting yourself professionally. A professional email should include a concise subject, a salutation, straightforward and concise body paragraphs, and a sign-off/signature. If you have any questions about this, please talk to your UCA and they will be more than happy to help!

## Example introductory client email

**TO:** Your client's email (primary and secondary if you have one) **FROM:** Your Syracuse email **CC:** Your UCA's Syracuse email **SUBJECT:** Community Link

## Project Introduction and Meeting

Dear Mr./Ms./Mrs. \_\_\_\_\_:

I hope this email finds you well. My name is Jordan Alvarez, and I have the pleasure of being the student assigned to your Community Links Project for this semester. I am very excited to work with you over the next few months to create a meaningful report for your organization and learn more about what your goals and achievements in the community are.

I was hoping we could meet in the next week or so to discuss more details about your expectations for the report, as well as fill in a contract and timeline to ensure your organization receives a report that is meaningful and timely. In the proposal you filled out, you indicated that you are able to meet at the default time on Monday, February 31st at 2:15 PM. However, if that has changed, I would be more than happy to find another time that works better with your schedule. Please just let me know and we can figure out the best time.

Thank you so much for trusting me with this Community Link Project and I look forward to getting to know you throughout this semester. Please don't hesitate to reach out with any questions.

Regards, Jordan Alvarez