PITCH EMAIL TEMPLATE

[Use an attention-grabbing subject line, e.g., Protecting the Future of Youth in [Name of City, Town, County, or Reservation]; Alcohol and Other Drug Misuse Prevention Event/Activity Set for [Date] Important First Step

Last year, [add a compelling data point on the toll of (the topic/issue)in your community; review the state data in the state resources section of the *Communities Talk* website.]

Our community does not accept this, and we are taking meaningful steps to address (your topic/issue) locally.

Please join us on [date and time of event or activity] at [location] as [community] comes together for an activity as part of the Substance Abuse and Mental Health Services Administration’s *Communities Talk to Prevent Alcohol and Other Drug Misuse* initiative to discuss ways to improve our community’s health and future. [Add speaker notes, e.g., the Chief of Police will discuss current enforcement efforts and what more needs to be done to help prevent (topic/issue) consequences, teens from our high school will present the results of a survey they conducted on where teens access alcohol.]

I will be in touch [1 week before the event] to confirm your interest in joining this activity. Please contact me at [phone number] or [email address] if I can answer any questions in the meantime.