Email to recruit Community Leaders

Hello [name],

My name is [name] and I am contacting you on behalf of the American Red Cross. You have been identified as an active and influential member of your community who may encounter people who are grieving from a recent loss of a loved one. We would like to ask for your help in reaching a broader audience to provide much needed resources for our Integrated Condolence Care Program.

The American Red Cross is looking for important partnerships to connect community members with these condolence care services. These partnerships are essential to reaching certain communities who may have unreliable access to internet, as well as bridge the gap to provide a more personal helping hand during a time of grief.

Due to the COVID-19 Pandemic, many communities are experiencing a drastic increase in loss. As with any loss, there are steps to follow but it is important that this information is delivered in a caring and sensitive way. In order to bridge this gap, the American Red Cross is introducing the role of “Community Leader.”

The Community Leader will:

1. Receive an Asset Pack from the American Red Cross.

2. Share out valuable resources to those in the community experiencing loss.

3. Raise awareness that these services exist and help recruit other Community Leaders with the included marketing materials.

If you are interested in becoming a Community Leader, you can sign up here <url>

The landing page will direct you to the resources so that you may begin sharing them immediately.

If you know of someone else that may be interested in helping the community through this program, please forward this email so they can follow the link and begin sharing these resources to the community.

We thank you for your consideration to help us bring these valuable resources into the hands of people in your community,

Best,

[name]