**CHC Giving Day #ForHealthEquity**

**Email Template for Partners**

TARGET AUDIENCE: Existing CHC corporate partners to distribute to network

DISTRIBUTION TIMELINE: January 15-March 11

PURPOSE: This customizable email template serves as a way for corporate partners to promote their involvement with CHC Giving Day to their networks and ask for donations to their company page. The email can be sent to customers, partners, vendors, personal connections, etc.

Subject Line: Our Communities Need Us. Will You Join Me #ForHealthEquity?

Dear (Insert name),

I hope you are doing well and that you and your family are safe and healthy. I’m excited to share with you that **INSERT PARTNER NAME** is partnering with CHC: Creating Healthier Communities for CHC Giving Day #ForHealthEquity, which will be taking place on March 11— the anniversary of WHO declaring COVID-19 a pandemic. This will be the single largest day of giving for health equity in the United States, and I’d be thrilled if you would join me in raising funds [hyperlink to donation page] for nonprofits that are doing good in their communities by advancing health equity.

Good health is the great equalizer. But the health of our communities has never been more off balance. The COVID-19 pandemic magnified longstanding health inequities that disproportionately impacted people in under-resourced communities—with communities of color most significantly affected by the disease. Achieving health equity in our communities requires a collective effort, and that’s what we’re working towards with CHC Giving Day.

It’s hard to believe we’ve been living with the impact of COVID-19 for a year now, and it’s certainly been an incredibly difficult time for the nonprofits that are advancing the health equity causes **INSERT PARTNER NAME** cares deeply about. [INSERT A LINE ABOUT THE CAUSES THE PARTNER IS SUPPORTING]. I knew these causes would resonate with you, too. I encourage you to give what you can here: **INSERT LINK,** and please reach out to me if you’re interested in getting further involved.

**INSERT PARTNER NAME** is full of gratitude and deep appreciation for your support, and together, we can protect and advance the long-term health and wellbeing of our communities.

All the best,

(Insert name)