**CHC Giving Day #ForHealthEquity**

**Partner Media Pitch Template**

TARGET AUDIENCE: Existing CHC corporate partners to distribute to their local/regional/trade media outlets

DISTRIBUTION TIMELINE: To be sent the week of Feb. 22, 2021

PURPOSE: This customizable media pitch serves as a template for corporate partners to promote their involvement with CHC Giving Day. The pitch can be distributed to the recommended media outlets or any outlet where the partner has contacts.

**CHC Giving Day Partner Media Pitch Template**

**Subject: Insert Partner Name** Is Joining the Largest Fundraising Day for Health Equity in the U.S.

Hello XX,

In two weeks (Thursday, March 11), **CHC Giving Day #ForHealthEquity,** the single largest day of giving for health equity in the United States, will be held to coincide with the one-year anniversary of World Health Organization’s declaration of COVID-19 a pandemic.

This important milestone moment serves as a time to reflect on the loss caused by this health crisis and the stark racial inequities it highlighted within our communities.

**INSERT PARTNER NAME** will be among a select group of companies featured within the campaign for the commitment it has made to health equity. 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.

At **INSERT PARTNER NAME,** we strongly believe that everyone should have access to live a healthy life, no matter their race, gender, financial situation, or geographic location, which is why we’re honored to be participating in the campaign.

**I’d love the opportunity to tell you more about our commitment to investing in health equity, and how we’ll be activating our network of employees, partners and peers during this upcoming day of giving. I can connect you with XX NAME OF PARTNER EXECUTIVE at NAME OF PARTNER for an interview about how the company is prioritizing advancing health equity and leading on corporate social responsibility.** And, I can also connect you with Shelley Hayes, CHC’s Chief Development Officer about the Giving Day #ForHealthEquity specifically. For more information, you can also visit **chimpact.org/for-health-equity.**

If there are any questions I can answer, please let me know. I’ll plan to follow up at a later date to gauge interest.

Thank you for your consideration.

XX