

Sample Marketing Letter

Date

Name

Organization

Address

City, State, ZIP

Dear Ms./Mr.

Many people are surprised to learn that...

Common hazards in hospital care are the third leading cause of death in the US.

As a community educator for The Care Partner Project and a professional patient advocate, I am passionate about helping others feel prepared, informed and confident in navigating hospital care for the best possible outcomes.

Through The Care Partner Project: (www.TheCarePartnerProject.org), I am able to offer your (pick one: library patrons/residents/members) a 30-60 minute presentation *free of charge* about how to partner with doctors and nurses to help get the best health care possible.

The Care Partner Project has been offering “mini workshops” to local communities since 2010. Remarkably, nearly 100% of audience members surveyed said they would recommend our programs to a friend. We are very proud that, in less than one hour, audiences leave with *practical* knowledge and skills for managing complex hospital care. It’s empowering! (See more: www.TheCarePartnerProject.org/Community-Education.)

Highlights of our presentations include:

- **The most common hazards for patients in health care — and how you can help prevent them.**
- **When to speak up and what to say when you’re worried about your loved one’s care** (and worried about “looking stupid”)
- **What to expect that you’re not expecting in our health care system -- how to anticipate, manage or prevent problems and roadblocks to good care.**

These topics are just a small sample of the practical tips we share: they’re relevant to people of all ages, especially to adults who care for older parents and seniors who have spouses and friends they help in health care situations, especially in a crisis.

I am available days and evenings for this presentation and would be pleased to work with you to choose a date and time that’s best for you and your (pick one: library patrons/residents/members) at (name of organization.) I’ll call you to follow up (insert when) or please feel free to contact me sooner.

Kindest regards,

Name

Title

The Care Partner Project Community Educator