Recruiting for Diversity:

Email template for outreach to community organizations

Subject: Seeking your help to recruit for a patient/family advisory council at [*your health care organization*]

Dear [*name of contact person*],

I work with the [*name of your patient and family advisory council*] at [*your health care organization*].

We want this advisory council to reflect the diversity of our patients, their families, and our wider community. I am writing to ask for your advice and assistance to help us reach people in the communities you work with [*or describe specific groups you want to reach*], to invite them to consider volunteering for this council.

The advisory council plays a vital role in our organization by advising our senior leaders on ways to improve the quality of care we provide. By joining the council, people have the chance to be part of changes that can benefit everyone who uses our services. [*if possible, revise this paragraph to be more specific about how the advisory council’s work connects with the work of the agency you are contacting]*

Specifically, we are seeking people who: [*list your membership criteria; consider including these or other key qualities*]

* Have received care or had a loved one receive care from our organization within the last two years
* Can work respectfully in partnership with a variety of other people.
* Are interested in sharing insights and information about their health care experiences in ways that others can learn from.
* Take a constructive approach to discussing concerns and ideas to address them.

Could we set up a time to speak by phone? I would greatly appreciate your advice on the best way for us to reach people with information about joining our advisory council. For example, we can provide [*name the type of material you can prepare such as posters, articles for a newsletter or website*].

Thank you.

[*your name, title, and full contact information*]