

**EMAIL OUTREACH TEMPLATE:**

**SEND TO FACULTY/ STAFF/ADMINISTRATORS**

***Subject line (options, choose one that works best for your ask)***

**Have you heard about myPlan yet?**

**We need help getting the word out about myPlan**

**Our school needs myPlan**

**Make campus safer with myPlan**

**A new tool for safer campuses**

***Email body draft***

Hello *(insert name)*,

We at *(insert name of student group)* are working to prevent and respond to relationship violence among our fellow students. As part of this effort, we would like your help getting the word out about myPlan here at *(insert name of school)*.

**myPlan (**[**www.myPlanapp.org**](http://www.myPlanapp.org)**) is a new smartphone app designed for college students to i*dentify*, *navigate*, and *provide resources* for a range of relationship abuse concerns.** Backed by evidence from researchers at Johns Hopkins University, myPlan is private, personalized for each situation, and *completely free*.

**We know that 1 in 3 women will experience relationship abuse. All genders experience dating abuse, but college-age women age 18-24 are at the highest risk.** A lot of college students say it’s difficult to recognize when an intimate relationship has the potential to be unsafe. And many don’t know where to start when it comes to increasing their safety or how to help a friend who may be in danger.

**myPlan helps students identify if a partner is abusive.** It can be used for their own relationship or to help a friend or classmate with an abusive partner. Users of the app will get information tailored for their specific situation and safety assessment. Researchers at Johns Hopkins University found that the percent of female students experiencing physical or sexual abuse declined over 12 months after using myPlan. In addition, students who used myPlan felt more prepared to make decisions about their safety in their abusive relationship, and  friends were more prepared to help a friend in an unsafe relationship make a plan for their safety.

***Insert options (select tools you think would be useful):***

>> Read the attached one-page summary of myPlan (attach from toolkit)

>> Visit myPlan’s website [www.myPlanApp.org](http://www.myPlanApp.org)

>> Check out this short, animated video about the myPlan app (insert link here):

**Here are a few easy ways YOU can help us to get the word out about myPlan:**

***(make a direct ask, here are a few ideas but choose what’s right for your campus)***

* Meet with us to discuss strategies to get the word out to students
* Send an email out to the campus listservs about myPlan
* Share the myPlan animated video on campus social media
* Add a short blurb about myPlan in an upcoming newsletter
* Allow us to post myPlan fliers on campus

Please feel free to contact me if you have any questions and/or would like to schedule a time to meet. I can be reached at (insert email address and/or phone number here).

Best Regards,

(Insert signature here)

(Insert name/title here)

(Insert contact info here)