

**EMAIL OUTREACH TEMPLATE:**

**SEND TO STUDENTS**

***Subject line (options)***

**Have you heard about myPlan yet?**

**Is your (or a friend’s) relationship safe?**

**Introducing a new app for relationship safety**

**A new tool for safer campuses**

***Email body draft***

**Have you or a friend ever been in an *unsafe* relationship?** Did you know 1 in 3 women are abused by a current or ex partner? All genders experience relationship 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 own safety or how to help a friend who may be in danger.

**Everyone deserves to be safe in their relationship.** myPlan is an app designed for college students to i*dentify*, *navigate*, and *provide resources* for a range of relationship abuse concerns. myPlan is private, personalized for your situation, and completely free.

**Asking for a friend?** Maybe it’s not your relationship you’re concerned about. You can use myPlan to help support a friend who may be in an unsafe relationship.

**Backed by research**. myPlan was created by researchers at Johns Hopkins University, and studies showed that 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.

**Your safety is our greatest concern.** After downloading the app, it will be PIN-code protected to keep your information safe. But be aware that if your partner checks your phone or monitors your phone activity, having an app about relationship abuse may put you at further risk. If you are concerned about someone discovering the app, delete it when you are done with it, but know that for most phones it’s not possible to delete the app from your purchase history.

>> **Download the myPlan app today at myPlanApp.org from Apple’s app store, or Google Play.**

**myPlan | DECIDE WHAT’S SAFE**