



Email outreach template

Internal Outreach to Agency Staff, and Administrators

SUBJECT LINE OPTION EXAMPLES:

Have you heard about myPlan?

A new tool to help our clients

A mobile resource for clients experiencing domestic violence

SUBJECT LINE OPTION EXAMPLES:

Hello (insert name),

We at (insert name of organization) are committed to working together to prevent relationship violence among those who seek our services. As part of this commitment, we would like introduce you to myPlan.

myPlan (www.myPlanapp.org) is an app to help users identify, navigate, and obtain resources for a range of relationship abuse concerns. Interactive components guide users to answer questions about their situation and assess their relationship (or a concerning friend or family member's relationship) using tools such as the Danger Assessment (a widely used tool for determining the level of risk for repeat and severe violence). Based on the user's input, myPlan then delivers personalized information, strategies and resources to increase safety and well-being. myPlan is available in English or Spanish as a downloadable app or via web, it's private, personalized, and completely free.

myPlan is backed by research. Researchers at Johns Hopkins University School of Nursing found that survivors can benefit from a resource to assess a relationship and consider options for safety privately, and that myPlan increases survivors' ability and preparedness to make safety decisions, use of safety strategies helpful for safety and well-being, and increases the likelihood of leaving an abusive partner.

INSERT OPTIONS FOR MORE INFO (select tools you think would be useful):

- >>Read the attached one-page summary of myPlan (attach from toolkit)
- >>Visit myPlan's website for more info www.myPlanApp.org

MAKE A DIRECT ASK. Here are a few ideas but choose what's right for your organization:

myPlan is not a replacement for a real live advocate, but could be a useful resource. Here are a few ways we would like to integrate myPlan as a resource:

- *Add myPlan to our resource list for clients*
- *Hand out flyers to directly let clients know about myPlan*
- *Download myPlan and use together with clients*
- *Add a short blurb about myPlan and link on our website*

Please feel free to contact me if you have any questions and/or would like to schedule a time to meet.

Best Regards,

(Insert signature here)

(Insert name/title here)

(Insert contact info here)