

## Boilerplate outreach language

Please use this language to reach out to new groups with potential audiences. Feel free to make edits as appropriate.

Dear,

I am a (*local area*) volunteer for the non-profit [Parents Against Vaping e-cigarettes \(PAVe\)](#). PAVe fights to protect kids from the dangers of e-cigarettes through education and advocacy, both nationally and in local communities across the country.

I'm trained to present to parents, and other adults who work with adolescents, about the youth vaping epidemic. Given the urgency and relevance of this issue in (*local area*), I wonder if this would be valuable to your parent community/*group/organization*. My presentation covers the roots of the epidemic, new and evolving issues, and tips for parents, such as how to recognize vaping in their own child and how to support them to avoid or quit vaping.

I joined PAVe as a volunteer because I know this issue is critically important, and I know it is one that our kids will be dealing with for a long time if something doesn't change now. I'd love to speak to your group--please let me know if you or your leadership would like to view an internal sample of a PAVe presentation for reference.

Thank you,

*Name*

PAVe Volunteer Educator