**Partner Outreach Template**

**Subject:** Will you partner with us to reduce falls among older adults?

Dear [Partner Name],

I hope this message finds you well. [Organization] is organizing a **Falls Prevention Awareness Campaign** to reduce the number of falls among older adults in the [Location] area.

I’m sure you know how damaging a fall can be to a person’s well-being. By raising awareness about fall risks and encouraging older adults to take action, we can help them stay independent.

**We would love your support in reaching older adults in Seattle and encouraging them to take action to reduce their risk of falling!**

We’re asking partners to promote the online [Falls Free CheckUp](https://www.ncoa.org/age-well-planner/assessment/falls-free-checkup)– it’s a great way for older adults to assess their risk of falling and get a personalized action plan to reduce their risk.

Below are some ways we’d like to work with you:

* **Informational handouts**: We will provide postcards, flyers, stickers, and paper copies of the Falls Free CheckUp for your offices, events, or community gatherings.
* **Email, text, and social media promotions**: We will draft sample messages that you can send to your network or post on your social media to spread the word. If you know older adults who are well connected to community groups on Whatsapp or social media, we can draft messages for them too.
* **In-person outreach**: We will send materials or announcements for you to use at community events or gatherings to promote the Falls Free CheckUp through word of mouth.

**Tell us what you need!** Simply reply to this email and tell us which of the following items you will use to help older adults prevent falls: [Fill in with your campaign’s material options below]

Thank you for considering this partnership and for all you do to support older adults in the Seattle area!

Best regards,

[Your Name]
[Your Title]
[Your Contact Information]

**Business Outreach Template**

*The email template below will be used to reach out to businesses to see if they’d be interested in promoting the Falls Free CheckUp and/or provide incentives for people who complete the form.*

**Subject:** Join the 2024 Falls Prevention Awareness Campaign

Dear [Business Name],

I hope this message finds you well. I’m reaching out to invite you to participate in the [Area] 2024 Falls Prevention Awareness Campaign. Our goal is to educate older members of the community about how to prevent a fall, so they can stay healthy and independent.

As part of this campaign, we’d love to collaborate with community businesses like yours to promote the online [Falls Free CheckUp](https://www.ncoa.org/tools/falls-free-checkup/). This simple survey from the National Council on Aging helps older adults understand their risk of falling and learn how to reduce their risk.

**2 Ways You Can Help**:

**1. Distribute handouts**

We will provide postcards, flyers, or stickers for your business counter or window. The handouts will include a QR code to the Falls Free CheckUp and information about in-person events in September.

By sharing these materials, you can demonstrate your commitment to community health, help us reach a wider audience, and provide valuable support to your older customers and clients.

**2. Offer a promotion or incentive**

Beyond awareness, you can help us drive action by providing an incentive for older adults who complete a Falls Free CheckUp**. You can offer a small discount, a free item, or other incentive.** Your generosity will be acknowledged in promotional materials, highlighting your business as a key supporter of community health and safety.

**Send us your order today!** Simply reply to this email and tell us which of the following items you will use to help older adults prevent falls. If you want to offer an incentive, please give us the details.

[Fill in with your campaign’s material options below]

Thank you for considering this opportunity to partner with us in promoting falls prevention. Together, we can make a positive impact on the well-being of older adults in the community.

Best regards,

[Your Name]
[Your Title]
[Your Contact Information]