

SAMPLE PARTNER RECRUITMENT LETTER/EMAIL

Dear (insert Organization contact name),

Million Hearts™ is a national initiative to prevent 1 million heart attacks and strokes in the U.S. over the next 5 years. Launched by the Department of Health and Human Services (HHS) in September 2011, it aligns existing efforts and is creating new programs to improve heart health and help Americans live longer, more productive lives.

The Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS), co-leaders of Million Hearts™, are working alongside other federal agencies and private-sector organizations to make a lasting impact against cardiovascular disease.

Please join Million Hearts™ and help us save a million lives from heart disease and stroke. As a Million Hearts™ partner, **(insert partner's Organization name)** can engage in some or all of the following activities to prevent heart disease and stroke in our nation:

- Include Million Hearts™ in existing health programs, events and materials
- Co-brand your materials with the Million Hearts™ logo and messaging
- Use your communication vehicles to help promote and support Million Hearts™
- Support Million Hearts™ activities by promoting events, volunteering, and sharing other resources
- Conduct events in partnership with Million Hearts™ to increase awareness of the initiative

As a Million Hearts™ partner, you can download resources from an online toolkit, including: the Million Hearts™ logo, factsheets, sample press release, overview presentation, digital and print content, sample web content, and an email signature.

Preventing 1 million heart attacks and strokes in the next five years will require work and commitment from all of us. Please join us as a partner and see how your organization can help make a positive difference in achieving this goal. A Million Hearts™ begins with you! Please visit the Million Hearts™ website for more information: <http://millionhearts.hhs.gov>.

I will contact you soon to discuss your interest in partnering with the Million Hearts™ initiative. In the meantime, please feel free to contact me if you have questions.

Sincerely,