

Included. Supported. Empowered.

Invite-a-Friend Sample Email

The email below is designed to make it easy for you to invite your colleagues, Board members, friends, family members and other potential campaign supporters to subscribe for emails from *Included. Supported. Empowered.* You are encouraged to tailor this copy to the audience(s) to which you'll send it, and you are welcome to adapt the language so it's consistent with your own tone and voice. If you have questions about how to use this resource, don't hesitate to [email Sean Luechtefeld](#) for support.

Subject: Join Me in Celebrating the Successes of People with I/DD and the Providers Whose Support is Integral to Success

Dear [recipient's name],

I'm writing to make you aware of an exciting new campaign I'm part of and to ask that you subscribe to the campaign so we can help support this important effort.

Included. Supported. Empowered. is a bold new multiyear campaign designed to show that when people with intellectual and developmental disabilities (I/DD) are supported in their quest to be part of the community, we all win.

From mundane tasks like going to the laundromat to life's big milestones like getting married or starting a new job, people with I/DD are shattering long-held misperceptions that they only take from society. Quite the contrary, people with disabilities enhance our communities in ways big and small.

But it doesn't happen by accident or through some feat of magic. Rather, providers of supports and services to people with I/DD like [agency name] and our Direct Support Professionals (DSP) are doing the hard and often invisible work to ensure that folks of all abilities have the same opportunities you and I enjoy and often take for granted. It's those stories—the stories of the successes of people with I/DD and the providers who support them—that *Included. Supported. Empowered.* is working to tell.

Given just how critical these stories are—especially in the midst of a DSP workforce crisis and all-too-frequent challenges to Medicaid funding—I'm hopeful you will join me in supporting *Included. Supported. Empowered.* by signing up to receive updates and news from the campaign.

In less time than it took you to read this email, you can be well on your way to helping support this important effort. Will you take 30 seconds to sign up for the campaign? To act, [visit the campaign website](#); enter your name, email address and ZIP code; and press submit. Once or twice each month, you'll receive emails from the campaign that include small but meaningful ways you can help *Included. Supported. Empowered.* reach the masses.

Together, we have a stake in building opportunities for people with intellectual and developmental disabilities. Thank you for joining me in this important effort—I appreciate it!

Sincerely,
[sender's name]