

Subject Options:

Do you have a minute?

An invitation for you to join me and The Royal

Hi _____,

I hope you're doing well since we last spoke. ***(Insert any additional personalization greeting you'd like)***

I'm reaching out today as a member of The Royal Ottawa Foundation's Campaign Cabinet as we've embarked on a ground-breaking campaign to raise \$50 million to revolutionize mental health care and research here in our community and beyond. We're already a quarter of the way there, but know we still have a long way to go.

Our mission is ambitious but crucial: to increase access to mental health services, drive innovation in diagnostics and treatments, and support whole-person, dignified recovery. We're committed to ensuring everyone in our community, regardless of their circumstances, can access the care they need. This also includes the incredible research being done here which has already created changes to the system locally and across Canada.

There is a lot of good to be done here, together. **<<insert appropriate sentence below>>** We believe in the power of partnership and would love the opportunity to chat with you about the work we're doing and how you can be a part of it.

As you can imagine, mental health/addiction is/are a cause near and dear to my heart for many reasons – including how it has affected my < family/loved ones/me/business/community >.

I am sure you are involved with many worthy causes, so I appreciate you taking the time to consider this request. I've copied ***(insert Royal staff member name)*** from The Royal to facilitate booking time with you at your convenience.

Together, we can transform the landscape of mental health care. Looking forward to your response.

Sincerely,

SIGNATURE BLOCK

- a. **Would you be open to a 30-minute call with the Foundation to discuss this further?**
- b. **Would you be open to a meeting with myself and the executives of the Foundation to discuss this further?**
- c. **Would you be open to a meeting and tour of The Royal with myself, clinicians, researchers, and executives of the Foundation to discuss this further?**
- d. **Would you be open to a meeting with executives of the Foundation to discuss this further?**
- e. **Would you be open to a meeting and tour of The Royal with clinicians, researchers, and executives of the Foundation to discuss this further?**