



Coalition Outreach Invites: How do we invite new members? These templates help invite new members to join your coalition. To be used by both existing and new coalitions who are looking to diversify their membership.

Existing Coalition

[DATE]

Dear [Community Member],

Something exciting is happening in your local community. The [Coalition Name] is growing and needs your organization at the table. [Coalition Name] is making intentional strides to build upon our network of organizations by collaborating with partners like you. Breastfeeding coalitions play an integral role in the community for the support of families, businesses, and employers as they work to encourage and support breastfeeding.

As an organization that serves to promote, protect, and support breastfeeding, our mission follows: *“to lead collaborative actions for advocacy, education, and coalition-building to create a supportive breastfeeding culture.”*

We recognize breastfeeding as the optimal method for feeding infants and young children, and work to normalize breastfeeding in our community through support and education efforts. We invite you to join us and share the importance of breastfeeding within our community with the overall goal of improving the health of local families. Your role as a member of our Coalition would include meeting attendance, participation in community events, idea sharing, and advocacy for breastfeeding families.

Please RSVP by accepting or declining the meeting request sent to you in this email. We hope you'll join us at our next Coalition Meeting on [DATE, TIME, and LOCATION].

Best Regards,

NAME

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Visit our website! <http://yourlocalcoalition.com>

Contact us with questions! info@yourlocalcoalition.com



New Coalition

[DATE]

Dear Community Member,

Something exciting is happening in your local community: a newly-formed breastfeeding coalition has been established. Through the joint collaboration of [NAME PARTNERS], we have embarked on the uncharted territory of bringing a breastfeeding coalition to [County name]. Breastfeeding coalitions play an integral role throughout the community for the support of employers, families, and businesses as they work to encourage and promote breastfeeding.

As an organization that serves to promote, protect, and support breastfeeding, our mission follows: "To create a community that values the support and promotion of breastfeeding as the standard for optimal infant health development and to increase awareness of the benefits of and support for breastfeeding in the lives of mothers, children, and families in Michigan."

We recognize breastfeeding as the optimal method for feeding infants and young children and work to normalize breastfeeding in our community through support and education efforts. We invite you to partner with us to share the importance of breastfeeding within our community with the overall goal of improving the health of our families. Your role as a member of our Coalition would include meeting attendance, participation in community events, idea-sharing, and advocacy for breastfeeding families.

Please RSVP by accepting or declining the meeting request sent to you in this email. We hope you'll join us at our next Coalition Meeting on [DATE, TIME, and LOCATION].

Best Regards,

NAME

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