



#MoveTogetherKC

Sample Email Messaging: Recruitment

Use or adapt this content as needed to reach people who can help support the campaign.

Subject: Join the Move Together KC campaign!

Preview Text: Help us promote a culture of movement

Dear [name of recipient],

On behalf of [lead agency/organization name], I'm excited to invite you/your organization to join the Move Together KC campaign!

Move Together KC is a campaign to inspire and promote a culture of physical movement for every body in the Kansas City region. It's a collaborative effort of community organizations from across the metro area who want to see Kansas Citians take the first step toward healthy, vibrant lifestyles – whatever that looks like for them.

By joining the campaign, your organization will partner with other community members to promote inclusive movement, celebrating people of all ages, races, body types and abilities, as we take small daily actions to increase physical activity.

The campaign is powered by The [Kansas City Physical Activity Plan](#), a framework to increase physical activity through the work of partnering organizations in key sectors throughout the community. Sector Work Groups meet regularly to prioritize strategies and include: Schools, Early Childhood, Infrastructure, Parks and Recreation, Faith-Based Settings, Healthcare, Sports, Media and Communications, Public Health, and Business and Industry.

[\[ATTEND AN UPCOMING SECTOR MEETING\] BUTTON](#)

Your organization's participation is important. It's a chance to make a real difference in the lives of those you serve, as well as promote the excellent work you do. We'll provide everything you need to get started with the campaign – from social media materials to printable posters to connections with organizations who care.

Even if you don't have time to participate in a Sector Work Group, we'd love to talk with you about other ways to get involved, help us promote the campaign or share resources to your audiences. Please also feel free to forward this invitation to any contacts or colleagues who would be interested in participating.

Let's Move Together, KC!

Best,
[name and contact information of sender]

[Learn more about Move Together KC](#)