
Communication Resources and Samples

Utilize the following tools and resources as you begin your community and awareness outreach and throughout your collaborative, exploratory and partnership conversations.

Talking Points — Utilize one or more of these talking points throughout your conversations.

- **Build**
 - I build trust and confidence among volunteers, donors, fundraisers, people with multiple sclerosis, health professionals and other community members to promote action and raise awareness about MS.
 - I am utilizing my networks to build relationships within my community.
 - I want to help make MS and the MS Movement better known each year.
 - **Educate**
 - I educate communities and groups so that more people affected by MS are equipped with the information and resources they need to live their best lives.
 - I educate individuals, communities and groups about the National MS Society so that more people affected by MS can connect with the Society.
 - I raise awareness about MS and the Society by doing whatever it takes.
 - By joining the MS movement, I am working to change lives as we drive toward a world free of MS.
 - **Engage**
 - I engage communities in our work through programs, events and fundraisers to fuel fundraising progress, build diversity and empower people affected by MS to solve everyday challenges.
 - My work as an MS Ambassador allows the National MS Society to extend its reach into new communities.
 - As an existing [*list the other volunteer role(s) you have within the Society*], I also act as an MS Ambassador, enhancing the work I have been doing on behalf of the National MS Society.
 - **Empower**
 - As an MS Ambassador, I am empowered to represent the National MS Society within my own community.
 - The MS Society has empowered me to create my own outreach efforts and inspire others to get involved.
 - I feel empowered to develop and manage relationships within my community.
 - By taking initiative on the work I am doing, I am empowered to become a leader within my community.
 - The MS Society empowers me to drive what my commitment to this initiative looks like.
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Outreach Communication Sample – Utilize this template to help guide your initial outreach to your community.

SUBJECT: Learn More about the National MS Society

Hi [name of recipient],

I am contacting you to introduce myself as a potential resource to engage with [community/company/organization/group/etc. name] about the National MS Society and multiple sclerosis.

My name is [your name], and I am an MS Ambassador for the [National MS Society](#). The National MS Society's vision is a world free of MS, which I work towards achieving through my efforts as an MS Ambassador. Through my volunteerism, I engage with [communities/companies/organizations/groups/etc.] like yours and educate about the MS Society while building trust and confidence, so individuals become inspired to take action.

I would like to set up some time with you and/or [community/company/organization/group/etc. name] to explore potential partnership opportunities and see if there are ways that you would be interested in getting involved in the MS movement. Please reach out to me at [your number] or [your email].

Thank you, and I look forward to connecting!

[SIGNATURE]
