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.
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]