



Dear {PERSONALIZE TO REFLECT NAME}:

Who will make decisions about your end-of-life care? Is it going to be a harried EMT? A doctor you've never met? An ICU nurse? Or will it be you, deciding for yourself, with the people you love?

{NAME OF PARTNERING ORGANIZATION} is teaming up with the Conversation Project, a nonprofit with the mission to ensure that everyone's wishes for end of life care are expressed and respected. Reaching out to people where they live, work, and pray, we are working together to educate people about the importance of having values-led conversations about a topic that touches every human life: how we want to be cared for in our final days.

It's our goal to change the way Americans talk about, and prepare for, death. In doing so, we aim nothing short of changing our culture and how our society approaches death. Ninety percent of Americans say it's important to discuss their wishes for end-of-life care wishes, yet 30 percent actually do.

Your newspaper / organization / blog / Institution etc. can help us bridge this gap by sharing the enclosed Public Health PSA campaign with your audience. Please find attached a PDF of our creative materials that can be made available to you in high resolution in a variety of sizes. You can help us in the following ways:

- Printing the PSAs and sharing them in your lobby, waiting rooms, elevators, common areas
- Including the PSA in an upcoming newsletter, blog post or on social media to your audiences
- Including a printed copy of the PSA in an upcoming mail distribution as a resource for families

These beautiful and powerful PSAs share a critical message: discussions about end-of-life care shouldn't be avoided or put off; instead these conversations can be among the richest and most intimate moments that friends and family members can share. Too many people die in a manner they would not choose, and too many of their loved ones are left feeling bereaved, guilty and uncertain about the decisions they've made on their loved ones behalf.

Please help us share this message with the public. I look forward to speaking with you soon to discuss how we can work together on this important project. #TalkingMatters

With gratitude,  
NAME  
TITLE  
PHONE NUMBER