**Sample Media Outreach Email**

Looking for a way to catch the interest of your local papers, podcasts, radio hosts or other local media advocates to help spread the word about NHDD? Consider targeting those who have written about or hosted a show in the past advocating for advance care planning, health care advocacy, aging, serious illness, or end of life. Below is a sample email sent by three EOL advocates that you can tailor and adapt: add your own resources that you want to share and/or include some of the resources they list below.

**EMAIL SUBJECT LINE:**

Because of your piece on \_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_

**EMAIL BODY:**

We thought you might be interested in the upcoming **National Healthcare Decisions Day (NHDD) April 16.** Never heard of it?

It exists to inspire, educate and empower the public and healthcare providers about the importance of advance care planning. The pandemic has more and more people willing and eager to have the conversations and document their advance healthcare directives. There are three new resources that make NHDD 2021 a BIG DEAL:

1.     The Conversation Project – issued brand new Conversation Guides in late January 2021 <https://theconversationproject.org/tcp-blog/introducing-new-guides/> and they are even better than their original guides.

2.       [Eol.community](https://collective.round.glass/End-of-Life/about) was unveiled in late 2020 by [Michael Hebb](http://hebb.life/) et al, and is an entire platform of end-of-life planning tools and resources accessible to all <https://collective.round.glass/End-of-Life/about>.

3. [Mideohealth](https://mideocard.com/), (short for My Informed Decision on Video), is a video advance care planning solution that stays with you because it is stored on your phone. Check it out at<https://mideocard.com/>.

**Who we are:**

* **Jennifer A. O’Brien**, author of the book [The Hospice Doctor’s Widow: A Journal](https://www.hospicedrswidow.com/)
* **Lori LoCicero**, author of the book [Mind Savvy: The Art of Clear Thinking for Business Success](https://www.amazon.com/Mind-Savvy-Thinking-Business-Success-ebook/dp/B01MUF0Q0Q/ref=sr_1_1?dchild=1&keywords=mind+savvy%3A+the+art+of+clear+thinking&qid=1613425881&s=books&sr=1-1)and co-creator of the game and conversation prompt [The Death Deck](https://thedeathdeck.com/)
* **Lisa Pahl**, LSCW, Hospice Social Worker and co-creator of The Death Deck

We have read your work including your feature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, which led us to think you might be interested in writing something about NHDD in light of all of the exciting new developments that tie into it in 2021. We offer ourselves: as resources, to make introductions, and/or just to give you this fabulous idea and leave you to your own journalistic connections and excellence.

Interested? Please let us know either way. The three of us have no financial or fiduciary role in any of the organizations listed above, we are simply committed to getting the word out about Advance Healthcare Directives because we know, firsthand, that discussing and preparing your end-of-life wishes are essential to a comfortable death and a tremendous act of love for those you will leave behind.

In Gratitude, Lori, Lisa, and Jennifer