

# Outreach Email

*Adaptable templated email for digital outreach*

**Tip**

Personalize your email by mentioning why you chose the school or organization, or how BSBF aligns with the work they already do. A personal introduction can help build trust and encourage a response.

**Remember**

Attach the BSBF [Program Overview](#) PDF so recipients can learn more about the program before your meeting.

**Subject:** Invitation to participate in the Bright Smiles, Bright Futures program

Dear [Name],

My name is [Name], and I am a Bright Smiles, Bright Futures (BSBF) ambassador.

I'm reaching out to introduce **Bright Smiles, Bright Futures (BSBF)**, Colgate's flagship public health and social impact program, and to explore the opportunity to bring it to [School/Organization Name].

Good oral health is an important part of a child's overall health and wellbeing. When children experience oral pain, it can affect their ability to eat, sleep, learn, participate confidently in class, and attend school regularly. Through fun, interactive learning experiences, BSBF helps children build healthy oral care habits that can last a lifetime.

The program is provided at **no cost** and includes:



An engaging oral health learning session for children.



Educational resources for educators and caregivers.



Practical tools that help children and families continue building healthy oral care habits beyond the learning session.

I've attached [a PDF with more information about the program](#), if you're curious. I would welcome the opportunity to discuss how BSBF can support your school or organization. Please let me know if you would be available for a brief in-person or virtual meeting or phone call.

Thank you for your time and consideration. I look forward to hearing from you.

Warm regards,

[Name]

BSBF Ambassador

[Organization, if applicable]

[Phone Number]

[Email Address]

