

EXAMPLE OF EMAIL SENT TO CURRENT PARTNERS

Hello Shavon,

Greetings from the Birmingham Bloomfield Art Center, where I am the new ArtAccess Coordinator. We wanted you to be among the first to know about our new ArtAccess program: *The Art of Caregiving*, beginning early-November.

***Art of Caregiving* is entirely free and we are sure some of your caregiver staff and/or family members who care for someone will be interested in participating!**

The *Art of Caregiving* is open to caregivers of the elderly and Alzheimer's/dementia patients, both paid and unpaid. This is a visual arts respite program that offers unique art-making projects, along with time for socializing and light refreshments. Everyone receives a take-home kit with materials and supplies related to each session.

The entire series is over 8 weeks with sessions every other Thursday, either in the morning (9:30-11) or early evening (6-7:30). All sessions are held at the BBAC.

No art-making experience is needed! This is a FREE program! Advance enrollment is required and individuals will answer a few questions when they call to enroll.

If you have clients/employees who might be interested in the *Art of Caregiving* program, please pass along the attached flyer.

(We will be running 8-week series through June, in case someone can't start right now.)

If you would like more information about the program, please let me know your availability for a phone conversation. I am typically in the office on Mondays, Thursdays, and Fridays; however, I am flexible.

Thank you for your continued support of the ArtAccess programs at the BBAC!

--

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EXAMPLE OF EMAIL SENT TO KNOWN PROSPECTS

Hello Chelsea,

Greetings from the Birmingham Bloomfield Art Center, where I am the new ArtAccess Coordinator. I received your contact information from Susan Owens, our ArtAccess Director; she met you at the JFS Mind University event.

We would like to invite you to learn more about our new ArtAccess program: *The Art of Caregiving*, beginning November 17.

***Art of Caregiving* is entirely free and we are sure some of your caregiver staff and/or family members who care for someone will be interested in participating!**

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Thank you for your support and consideration of the ArtAccess programs at the BBAC!

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EXAMPLE OF EMAIL SENT TO "COLD CALLS" (CONTACTS NOT YET KNOWN)

Hello Ms. Horka,

I'm reaching out because the Birmingham Bloomfield Art Center is offering a new program specifically for caregivers of the elderly & individuals with Alzheimer's/dementia. It is free to participants, funded by a grant from the Community Foundation for Southeast Michigan.

I would like to share the press release, which contains a detailed overview, and a flyer that can be distributed as applicable to caregivers who attend the monthly Alzheimer Support Group at St. John Neumann.

If you could connect me with the appropriate person to share this information with, it would be much appreciated.

Thanks.

--

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EXAMPLE OF EMAIL TO AGENCY CONTACTS PRIOR TO THE BEGINNING OF EACH NEW SERIES

Hello Deborah,

The 2nd series of the BBAC's *Art of Caregiving* program will begin in January 2017. See the attached flyer and the information below.

The first series of this program is going really well! The participants have shown great interest and enthusiasm, and many of them are looking forward to signing up for the 2nd series.

Please share this information with your colleagues and clients.

We are very pleased to be continuing to offer this exciting, FREE program for caregivers of elderly and individuals with Alzheimer's/Dementia.

Feel free to contact me if you have any questions.

Thank you for your continued support of the ArtAccess programs at the BBAC!

--

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EXAMPLE OF REMINDER EMAIL SENT TO THE FIRST GROUP

Hello Michele

This is just a reminder that the Art of Caregiving begins at the Birmingham Bloomfield Art Center (BBAC) this Thursday, Nov. 17!

We look forward to seeing you there at 9:30 am.

The BBAC is located at 1516 S. Cranbrook Rd., Birmingham, Mi, 48009. Here is a link to the map: [Map to BBAC](#)

Once again, thank you so much for your interest in the Art of Caregiving. We are very excited to offer this program, and look forward to welcoming you as a part of the first group!

Have a wonderful day,
Julie

EXAMPLE OF EMAIL SENT TO INDIVIDUALS PRIOR TO BEGINNING OF EACH NEW SERIES

Hello George,

I hope you have been enjoying the *Art of Caregiving* sessions at the BBAC!

I wanted to let you know that Series 2 will begin on Thursday, January 12, 2017. (See the attached flyer for dates & info) **If you would like to continue attending for Series 2, please let me know and I will put you on the list.**

We look forward to seeing you on Thurs., Dec. 15 for the final session of Series 1.

Take care & have a great weekend!
Julie