



Templates & General guidelines for emailing community partners

- Be timely. Please respond to emails within 2 business days. Check your email regularly, as some emails may run on a tighter timeline.
- Have specific subject lines. Most people you will be communicating with receive many emails every day, so creating specific subject lines that describe the material in the email can help people locate them later (template below).
- If you don't hear back within 3-4 business days, send a polite email follow-up (template below).
- Be concise. Tell people what they need to know. Use bullet points when appropriate and possible. Make sure everything is easy to understand.
- Be informal but professional. Using contractions is fine.

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Subject Line: Donation of Menstrual Products from [Name of Chapter] of PERIOD

1. Introducing yourself to new service partners

Hi there,

I'm [name], a [year in school, ie High School Senior] with the [Name of Chapter] of PERIOD. PERIOD is a global youth-run nonprofit that strives to end period poverty and stigma through advocacy, education, and service. A huge part of what we do is deliver menstrual products to community organizations like yours.

We'd love to deliver a supply of menstrual products to stock your facilities— please let me know if this is something your organization would be interested in and we can coordinate the details from there.



Thanks so much for all of the important work you do--looking forward to hearing from you soon!

Best,
[Your Name]

2. Determining quantity/types of products needed

Hi [Partner Name],

Thank you for getting back to us! We're so grateful for the opportunity to partner with you. It's organizations like [organization name] that make our work possible.

A couple questions so we can determine how much product to send over:

- How many menstruating individuals do you serve on a monthly basis?
- Does the population you serve have a preference for pads or tampons? (If you don't know, that's totally fine! We use this information to get an idea of how much of each type of product to send)
- Would you prefer product in its original packaging or care packages with enough product to serve one menstrual cycle?
 - If you would like care packages, would you prefer them to carry a mix of tampons and pads (our recommendation) only tampons, or only pads?
- Do you have an interest in distributing reusable products, like menstrual cups or cloth pads?
- Are you able to pick up the product from [college or highschool name]?

Please let me know if you have any questions for me or additional details about your facilities you'd like to mention!

Thank you,
[Your Name]

2a. Keep the service partner updated with an estimate of your timeline

Hi [Partner Name],

Thank you for the information! We're working on getting a shipment ready and anticipate we'll have all the supplies packed up and ready to go in roughly [range of #days/weeks; eg 1-2 weeks]. Once we have it all ready to go, we'll work with you on pinning down a day and time for you to pick it up from [college or highschool name].



Talk soon,
[Your Name]

3. Determine pick-up spot and time

Hi [Partner Name],

We finally have your materials ready to go! So excited for you to pick them up at [insert school name]. We are located at [address + more specific directions/building names if necessary].

[Insert a couples dates and times] are the best times for us; what works best for you?

Thanks so much,
[Your Name]

3a. Follow up: Determine pick-up spot and time

Perfect. Looking forward to meeting you at [location] on [date + time]!

Best,
[Your Name]

3b. Follow up if you don't hear back

Hi [Partner Name],

Just checking in and bumping my last email to the top of your inbox. Hope your week hasn't been too busy!

Best,
[Your Name]



4. At the very end, thank your partner for their time

Hi [Partner Name],

It has been so wonderful partnering with you! If you're able to send any media or photos of the products out in your facilities, I would love to be able to show PERIOD National, and the PERIOD network the great impact our partnership has had! Thank you again for your time and all of your help!

Best,
[Your Name]

<https://forms.gle/GhdMSvzCQnJddZGP6>