



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.

Table of Contents:

1. Introducing yourself to new service partners	1
2. Determining quantity/types of products needed	2
2a. Keep the service partner updated with an estimate of your timeline	3
3. Determine pick-up spot and time	3
3a. Follow up: Determine pick-up spot and time	4
3b. Follow up: If you don't hear back	4
4. Thank your partner for their time	4
4a. Establish next drop-off	5
4b. Unable to provide products for next established drop-off date	5

1. Introducing yourself to new service partners

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

Hi there,

I'm [name], a [year in school, ie High School Senior] with the [Name of Chapter] of PERIOD. PERIOD is a youth-powered 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

*** NOTE: After the shelter or organization has reached back out and expressed interest in getting menstrual products from your chapter / organization, please make sure to establish if they would like this partnership to be ongoing. Would they like to get menstrual products on a regular basis? Is this something your team can commit to?*

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 products 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, only tampons, or only pads? The packages usually contain 9 pads & 6 tampons, but this can be altered to serve your needs best.
- 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] or would you prefer for us to drop the products off?

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], or get it delivered to you.

Talk soon,
[Your Name]

3. Determine pick-up spot and time

In terms of getting the products to the service partner, you can either:

- Have the partner come pick up the products at a specific location (please make sure you're accompanied!)
- Deliver the products yourself to the shelter or organization. For this you might need a car or truck (reach out to peers or find a volunteer who can help deliver!)

Hi [Partner Name],

We finally have your products 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 couple of dates and times] are the best times for us; what works best for you?

Thanks so much,
[Your Name]

OR

Hi [Partner Name],

We finally have your products ready to go! So excited to deliver them to you at [insert Shelter / organization name]. Are there any details about getting to your location that we need to know about, such as gate codes, back entrances or loading docks? This will help us deliver the products as smoothly as possible.

[Insert a couple of 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

Hi again [partner name],

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

Please do let me know if you have any questions in the meantime.

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. 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 in your facilities, I would love to be able to show the rest of the PERIOD network the great impact our partnership has had! We would be sharing the photos on our social media: [insert your social media handles], so please do let us know if that is something that you would be comfortable with us sharing.

Thank you again for your time and all of your help!

Best,
[Your Name]



4a. Establish next drop-off

If you've established an ongoing partnership with a shelter or organization, make sure to let them know when you will have more menstrual products available to distribute to them.

If you're NOT able to distribute products within the established timeline, do let them know.

Hi [Partner Name],

Hope you're having a great day so far. It has been so wonderful partnering with you and your team, and we're so excited to keep this relationship going!

Would you let me know by when you will be needing another batch of menstrual products?

We would love to make sure we plan ahead so we can continue serving our community here in [enter town/city/county name]. Please do let me know what your thoughts are.

Thank you again for your time and all of your help! Looking forward to our next drop-off!

Best,

[Your Name]

4b. Unable to provide products for next established drop-off date

If you're NOT able to distribute products within the established timeline, do let them know so they can figure out another way to serve their clients.

Hi [Partner Name],

It has been so wonderful partnering with you! If you're able to send any media or photos of the products in your facilities, I would love to be able to show the rest of the PERIOD network the great impact our partnership has had! We would be sharing the photos on our social media: [insert your social media handles], so please do let us know if that is something that you would be comfortable with us sharing.

Thank you again for your time and all of your help!

Best,

[Your Name]