

# Sample Campaign Preview Email



Leadership support of your campaign is integral to ensuring staff engagement. Below is a brief example to introduce the campaign to staff.

EMAIL NAME: Leadership Preview

AUDIENCE: All staff

TIMING: Three weeks prior to campaign launch

SUBJECT LINE: The #everyBODYmoves Mobility-a-Thon is coming!

BODY COPY:

Dear Colleagues [OR PERSONALIZE],

Please mark your calendars for the #everyBODYmoves Mobility-a-Thon coming November 9-11, 2021 [OR PERSONALIZE]! With your support, we can foster a culture that prioritizes mobilizing patients.

The #everyBODYmoves campaign is a grassroots effort that aims to address immobility harm in the acute hospital and post-acute setting. Our goal is to develop a forum for clinicians and organizations to share best practice that nurses, therapists and medical colleagues can embrace.

Be on the lookout for updates in the coming weeks, including competitions and events!

Sincerely,

[HOSPITAL LEADER NAME]

For questions and more information, contact [hopkinsAMP@jhmi.edu](mailto:hopkinsAMP@jhmi.edu) or follow us @HopkinsAMP on Twitter.



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