**Connect. Grow. Contribute.**

**Email template**

As part of our new ‘Connect. Grow. Contribute.’ campaign to grow Q, we’re asking you to encourage people you know who work in improvement to join our community.

To make sharing the benefits of Q as easy as possible, we’ve created a sample email for you to customise and send to your colleagues, peers, and friends who you think Q would be a good fit for.

Sample text can be found on the next page of this document and several digital leaflets that you can attach/share can be found in the communication toolkit.

To make the information you send as relevant as possible, you can choose which leaflet to send depending on the role or interests of your contact.

There are leaflets for:

* Clinicians with an interest in improvement
* People for whom improvement is a main focus of their job role
* Audiences that include both of the above or other roles that may be interested in Q

You can customise your email to fit your own tone of voice or make it more relevant for the person you’re sending it to by highlighting the benefits you think will resonate with them most.

We hope you’ll get involved and we look forward to growing the Q community together.

**Email template aimed at clinicians with an interest in improvement**

Hello [*NAME HERE*],

I hope this email finds you well.

I’m getting in touch to share information about Q, a community driving sustainable change in health and care. As a Q member, I find it extremely valuable to connect with others carrying out improvement work, and I think your voice would be a great addition to our community.

Q is running a campaign, ‘Connect. Grow. Contribute’, to share the benefits of our community and grow Q, which prompted me to get in touch.

As someone involved in improvement, I thought you may be interested in how Q can help you to solve challenges and develop your ideas in a flexible way that works for your schedule.

There are many benefits to being part of Q. If you think Q would be a good fit for you, the attached leaflet includes more info about joining. If it’s not for you but you think this opportunity would be interesting for someone else in your network, please feel free to forward my email on.

Kind regards,

[*NAME* *HERE*]

**Email template aimed at people for whom improvement is a main focus of their job role**

Hello [*NAME HERE*],

I hope this email finds you well.

I’m getting in touch to share information about Q, a community driving sustainable change in health and care. As a Q member, I find it extremely valuable to connect with others carrying out improvement work, and I think your voice would be a great addition to our community.

Q is running a campaign, ‘Connect. Grow. Contribute’, to share the benefits of our community and grow Q, which prompted me to get in touch.

As someone experienced in improvement, I thought you may be interested in how our community collaborates to develop ideas through shared insights and learning.

There are many benefits to being part of Q. If you think Q would be a good fit for you, the attached leaflet includes more info about joining. If it’s not for you but you think this opportunity would be interesting for someone else in your network, please feel free to forward my email on.

Kind regards,

[*NAME* *HERE*]

**Email template aimed at other people who may be interested in Q**

Hello [*NAME HERE*],

I hope this email finds you well.

I’m getting in touch to share information about Q, a community driving sustainable change in health and care. As a Q member, I find it extremely valuable to connect with others carrying out improvement work, and I think your voice would be a great addition to our community.

Q is running a campaign, ‘Connect. Grow. Contribute’, to share the benefits of our community and grow Q, which prompted me to get in touch.

As someone experienced in improvement, I thought you may be interested in developing your improvement ideas through collaborating and accessing free events and learning resources.

There are many benefits to being part of Q. If you think Q would be a good fit for you, the attached leaflet includes more info about joining. If it’s not for you but you think this opportunity would be interesting for someone else in your network, please feel free to forward my email on.

Kind regards,

[*NAME* *HERE*]