**Personalized Recruitment Email (can be customized for those reaching out to family/friends/patients, etc.)**

**Subj:** Seeking Mental Health Stories of Hope

Dear X,

[Insert personal greeting as appropriate]

I am writing to ask for your help with an important effort to reduce stigma and break down barriers that are often associated with mental health and wellness. Last year, Kaiser Permanente launched “Find Your Words,” a national public health awareness initiative focused on starting a conversation around mental health and wellness, providing resources for seeking help and reminding people there is hope for those dealing with depression and other mental health conditions. We now want to broaden the conversation, emphasizing the importance of support from friends and family, and encouraging people to share their own stories to spark conversations around mental health and wellness.

**We Need Inspiring Stories!** We are looking for people to voluntarily share their unique experiences managing their own mental health conditions or helping someone else. I thought you or someone you know would be interested/could help us. [Personalize as needed].

Kaiser Permanente is partnering with [StoryCorps](http://storycorps.org/), a national oral history project, to record, collect and preserve real-life and intimate stories about personal journeys related to depression and mental health. Since its founding in 2003, StoryCorps has collected and archived more than 60,000 interviews from more than 100,000 participants from across the country. Please check out a sample at <http://storycorps.org/listen/>

Kaiser Permanente will be hosting recording sessions **Thursday, December 7 – Saturday, December 9** in Baltimore, MD.

**What we are looking for:**

* **Two people** **who know each other** – friends, family members and/or caregivers to share stories of how they have been impacted by mental health conditions
* Individuals who are willing to voluntarily record their stories in an audio-style format, similar to a radio-style interview – either in English or Spanish
* Can be available between December 7-9 in Baltimore, MD for a one-hour block to take part in an in-person recording session

A StoryCorps session is 40 minutes of uninterrupted time for meaningful and intimate conversation between two people who know each other well. It’s an opportunity for you or someone you know to share mental health experiences, struggles and messages of hope and inspiration with others. All participants will get a downloadable link to their session and, with their permission, a copy will be archived at the Library of Congress. A shortened version may be shared on Kaiser Permanente’s mental health public awareness website [findyourwords.org](http://findyourwords.org/welcome).

If you are interested in sharing your story or know someone who might be, please let me know your availability and one of our team members will be in touch with next steps.

We appreciate your interest and support! If you have any questions, please let us know.

Thank you,

X