POWERHOUSE® TOOLKIT

Starting the Conversation
Outreach Message Templates

Lesson 2: Outreach & Awareness

BEFORE YOU REACH OUT

Choose the outreach approach that best fits the relationship you have with the organization. Personalize your message wherever possible and consider why the organization may be connected to young caregivers.

The goal of the first contact is to start a conversation—not to decide the partnership in advance. Be open to opportunities related to awareness, identification, referrals, community connections, programming, resource sharing or other areas of partnership.

Avoid sending the same message to every organization. A personalized approach helps make your outreach more relevant and supports stronger relationship building.

Choose the Right Approach

Outreach Option	Best Used When	Purpose
Formal Community Partner Outreach	You have a specific contact or want to introduce the opportunity in more detail.	Introduce young caregivers, Powerhouse® and a range of potential partnership opportunities.
Quick Introductory Email	You want a shorter first contact or already have some connection with the organization.	Open the door to a brief conversation about how your organizations may connect.
Direct Message / Contact Form	You are using LinkedIn, a website contact form or a general organizational inbox.	Reach the right person and create an opportunity for follow-up.

Template 1: Formal Community Partner Outreach

Use when you want to provide more context and introduce a range of ways the organizations may work together.

[Insert Date]

Dear [Community Partner/Contact Name],

[Organization Name] is working to increase awareness and support for young caregivers in our community. As part of this work, we are connecting with organizations that may already support children, youth and families and exploring opportunities to work together.

[Customize: Add 1–2 sentences about why you are reaching out to this organization or how your work may connect.]

Who is a young caregiver?
A young caregiver is a child or youth who provides physical, personal, emotional or practical support to a parent, sibling, grandparent or other family member due to illness, disability, mental health challenges, addictions or other circumstances. Their responsibilities can look different in every family, and many young caregivers may not identify themselves as caregivers or know that support is available.

[Organization Name] has partnered with Young Caregivers Association (YCA) and completed training to deliver Powerhouse®, a program designed specifically for young caregivers. We will be offering [briefly describe your planned Powerhouse® program, age group and/or timeframe].

Through Powerhouse®, young caregivers have opportunities to connect with others who understand their experiences and build skills related to coping, communication, confidence, boundaries, self-care and well-being.

Opportunities to Work Together
There are many ways community organizations can help strengthen support for young caregivers. Depending on our organizations and the communities we serve, this could include:

- Building awareness and understanding of young caregivers among staff and the community
- Helping identify and connect young caregivers and families with available support
- Sharing information and resources
- Supporting or hosting community outreach and awareness opportunities
- Exploring opportunities to collaborate on programs or other supports for young caregivers
- Identifying other opportunities to work together based on local needs

If you are already connected with a young caregiver or family who may benefit from support, they can connect with us through [insert referral/contact process and link, if applicable].
Young Caregivers Association can also support young caregiver awareness presentations to help professionals and community organizations better understand who young caregivers are, how to recognize them, and how to connect them with support.

We would welcome an opportunity to connect and learn more about your work, share more about what we are doing, and explore where there may be opportunities to work together to better support young caregivers in our community.

If you would be interested in a conversation, please contact me at [contact information].

Thank you,
[Name]
[Title]
[Organization]
[Contact Information]

Template 2: Quick Introductory Email

Use for a shorter first contact when the full formal outreach message is not needed.

Suggested subject: Connecting About Young Caregivers

Hello [Name],

I hope you are well. I'm reaching out because [Organization Name] is working to increase awareness and support for young caregivers in our community, including through our delivery of Powerhouse®.

Young caregivers are children and youth who provide physical, personal, emotional or practical support to a family member due to illness, disability, mental health challenges, addictions or other circumstances. They are present in many of our communities but can often go unrecognized.

I think there may be a connection between the work our organizations are doing, and I would love to set up a quick conversation to learn more about your work and explore opportunities related to young caregiver awareness, identification, referrals, programming or other areas of partnership.

Please let me know if you would be available for a short meeting.

Thanks so much,
[Name]
[Organization]
[Contact Information]

Template 3: Direct Message / Contact Form

Use for LinkedIn, website contact forms or general inboxes when your first goal is to reach the right person.

Hello! I'm reaching out from [Organization Name]. We are working to increase awareness and support for young caregivers—children and youth who provide care or support to a family member due to illness, disability, mental health challenges, addictions or other circumstances.

I would love to connect with someone from your organization to learn more about your work and explore where there may be opportunities to work together to better identify and support young caregivers in our community.

Could you let me know the best person to connect with? Thanks!

QUICK CUSTOMIZATION CHECK

- □ Have you named why you are contacting this organization?
- □ Does the message fit the relationship you already have with them?
- □ Are you inviting a conversation rather than assuming what their role will be?
- □ Is there a clear next step or contact person?