**Working Group Introductory Letter**

The below email/letter template has been developed for you to use when approaching potential individuals or groups to join your new Campaign working group. Fill in the details as indicated and add any other information that you think would be relevant.

Should you require any further support, please do not hesitate to contact the Secretariat secretariat@makesensecampaign.eu.

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Subject: Make Sense Campaign – Invitation to Join

Dear [insert name],

By way of introduction, my name is [insert name] and I am writing to you to see if you would be interested in forming a *Make Sense* Campaign working group for [insert country]. For reference, the *Make Sense* campaign is a not-for-profit initiative run by the [European Head and Neck Society](https://www.ehns.org/) (EHNS), which aims to raise awareness of head and neck cancer and ultimately improve outcomes for patients with the disease.

This year we are looking to launch the Campaign in [insert country] and would like to invite you to join our Working Group in planning and delivering our activities in collaboration. We have extended this invitation as [insert rationale for outreach, e.g., we know that your hospital/clinic treats head and neck cancer patients]

We are currently approaching various individuals and relevant groups to form the Working Group and hope to kick off activities with a planning meeting to discuss next steps and how we can all work together on an ongoing basis.

If this is something of interest or if you would like to discuss further, we would be delighted to set up a call to discuss your potential involvement ahead of the Working Group meeting.

In the meantime, we have included some further information below should you wish to know more about the *Make Sense* campaign.

We very much hope that you do join our efforts and we look forward to hearing from you.

Many thanks in advance,

[Insert name]

**About the *Make Sense* campaign**

* We are proud that the Campaign has been running since 2013 and commitment from stakeholders and interest from the public remains high.
* The Campaign has participation from 23 countries, primarily across Europe, but also South Korea and Brazil. Country teams are made up of HCPs, industry sponsors, patients and patient groups. Countries are responsible for local activities and tailoring the Campaign to their market, with the Secretariat providing guidance and materials for countries to adapt.
* Activities take place year-round, but the highlight is our annual awareness week which takes place during the third week of September.
* The *Make Sense* campaign is delivered via four taskforces: awareness raising, HCP education, partnership building, and emotive / survivorship support. Each taskforce is led by a key opinion leader.
* Further information about the Campaign is available on our website: [http://makesensecampaign.eu](http://makesensecampaign.eu/)

**Reasons to get involved:**

* The Campaign offers a truly unique opportunity to be part of an initiative that has a proven track record of making positive changes for patients at all stages of head and neck cancer.
* There is the possibility to build relationships with the Campaign’s extensive network of healthcare professionals and patient, advocacy and public policy groups.