**Sample Email Text:**

**Imagine Campaign Staff/Subrecipients Kickoff Meeting Invitation**

Be sure to save the date — Month Day, 2023! That’s when we’re setting aside time to reintroduce the national *Imagine: Ending HIV. It’s Possible.* campaign (Imagine Campaign) and focus again on our EHE initiative efforts at a special kickoff meeting with staff and representatives from our Ryan White HIV/AIDS Program subrecipients.

Together, we’ll review our roles and learn how we’re going to use Imagine Campaign materials to advance our EHE goals! We’ll learn how these ready-to-use, yet customizable Zoom backgrounds, presentation templates, social media artwork, and more can help us create consistent internal and external messaging about EHE. We’ll also discuss plans to celebrate wins as a jurisdiction toward our EHE goals, using the materials to generate promotions via blogs, listservs, and Facebook, LinkedIn, Instagram, and Twitter posts shared through social media channels and website(s).

Before meeting, please visit [TargetHIV.org/Imagine](https://targethiv.org/Imagine) to learn more about EHE and access Imagine Campaign videos, social media and leadership tools, fact sheets, and more.

Sincerely,

[Name]