

Direct Outreach Introduction Language

"I hope you are well. I'm reaching out to introduce an organization that could have great synergy with [company name]. I'm on the Board of Directors for Good Sports, a national nonprofit driving equity in youth sports and ensuring every child has access to the mental, social, emotional, and physical benefits of play. The Good Sports team would love to connect with [company name], as their work provides a great way for brands to close the opportunity gap for kids in high-need communities to play themselves. I've copied Christy Keswick (Co-Founder and President), and she would appreciate a few minutes of your time or an opportunity to connect with you. Thanks so much."