

Ambassador Testimonials

To highlight the importance of routine screenings employees were asked to share statements/testimonials about the significance and impact cancer screenings have had on their lives. To gather Ambassador statements, an email request was sent to employees. These testimonials were used on flyers, presentations, and the informational site. See the example below:

Good afternoon,

*We are currently working on a project called screening improvement project (SIP) for state employees to increase breast and colorectal screening rates and we are working on a marketing plan to promote **why** state employees participate in screening for either breast or colorectal.*

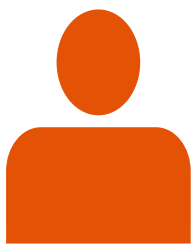
The first pilot event will be in December, but we are gearing up for webinars to provide education before the actual event. I was wondering if you might be willing, if applicable to serve as an ambassador for your fellow state employees about “why” you get your breast or colorectal screening.

If this is of interest to you...would you be willing to email me your why along with a photo to be included in the testimonial which will be a part of the marketing plan.

Thanks for your consideration of being a part of this project to help your fellow state employees and save lives!

Thanks!

Example of testimonial template:



The picture of
ambassador goes
above and the
Screening
Ambassador's
testimonial goes here.

Ambassador Name