

*Sample email requesting PIO contact information:*

Hello [Existing LE Contact],

I'm reaching out to you today to ask for the contact information for the PIO or the person responsible for social media content at \_\_\_\_\_ Police Department/Sheriff's Office. Across the state, we Target Zero Managers are committed to providing our regions with regular messages around key traffic safety issues. I'd like to partner with \_\_\_\_\_ Police Department/Sheriff's Office to help share these messages with people in [city or county]. Thanks for making this connection.

*Sample email to PIO:*

Hello [LE PIO/social media manager],

I'm writing regarding the possibility of partnering with \_\_\_\_\_ Police Department/Sheriff's Office to share traffic safety messages with the local community. Across the state, we Target Zero Managers are committed to providing our regions with regular messages around key traffic safety issues; I'm hoping that you'll find these messages valuable and something you'd like to share in [city or county] . As an example, here's the Instagram post from August: [https://www.instagram.com/p/CD\\_v5H6Afjl/](https://www.instagram.com/p/CD_v5H6Afjl/) [Delete previous sentence if you don't have or don't want to include a link.]

If you'd be interested in receiving the occasional email (not more than weekly, most likely monthly) with links to traffic safety messages you can share on your social media platforms please let me know. I'll be sure to include you in the next one.