



Email toolkit

Not every advocacy win happens in a meeting...

Sometimes it starts with an email.

This is a practical resource to help advocates reach the right people, make a clear ask, and turn advocacy into action.

Researched and developed by

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 Together
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brave
movement.

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Email templates

Ready-to-adapt outreach and follow-up emails for advocacy

How to use these templates

These email templates work across all of the Out of the Shadows Index ('The Index') pillars. Replace [BRACKETED TEXT] with your specifics. Before drafting:

1. **Choose your pillar:** Governance and accountability, Prevention, Healing, or Justice.
2. **Read the fact sheet** for that pillar to understand the indicators, scoring, and gaps.
3. **Adapt the template below** using that data. The templates are intentionally brief since busy officials read short emails.
4. **Attach relevant materials:** This could be the pillar **Fact sheet**, a leave-behind from the **Meeting guide** or other pertinent information you want to share about the issue or your work.

1. Meeting request

Use when requesting a meeting with a government official or ministry to discuss the Out of the Shadow Index findings.

Subject: Request for meeting on [POLICY AREA] — Out of the Shadows Index findings

Dear [NAME/TITLE],

I am writing on behalf of [ORGANIZATION] to request a meeting to discuss [COUNTRY]'s progress on [POLICY AREA — e.g., child protection services, online child safety, prevention of sexual violence against children and adolescents].

The 2026 Out of the Shadows Index provides new data on [COUNTRY]'s systems for [BRIEF DESCRIPTION OF PILLAR FOCUS — draw from the pillar Fact Sheet]. While we recognize your leadership in [AREA OF STRENGTH], the Index highlights opportunities to strengthen [GAP AREA].

We would welcome the opportunity to share these findings and discuss how [ORGANIZATION] can support [MINISTRY]'s efforts. We are requesting a 30-minute meeting at your earliest convenience.

Please let us know your availability. We are happy to provide a brief summary of key findings in advance.

Thank you for your consideration.

[YOUR NAME]

[YOUR TITLE]

[ORGANIZATION]

[CONTACT INFORMATION]

Toolkit link

Prepare for the meeting using the **Meeting guide**. Attach the pillar **Fact sheet** as a one-page summary with your email if the recipient is unfamiliar with the Out of the Shadows Index.

2. Post-meeting follow-up

Use when following up within 48 hours of a meeting to document commitments and maintain momentum.

Subject: Thank you — follow-up on Out of the Shadows Index discussion

Dear [NAME/TITLE],

Thank you for meeting with us on [DATE] to discuss [COUNTRY]'s [POLICY AREA].

We appreciated learning about [SOMETHING POSITIVE FROM THE MEETING — e.g., ongoing initiatives, ministry priorities, their perspective on the issue].

As discussed, we are following up with:

- A summary of the Out of the Shadows Index [PILLAR NAME] findings for [COUNTRY] (attached)
- Our specific ask: [RESTATE YOUR ASK — e.g. policy you want changed, ministry responsible, timeline for action]

You mentioned [ANY COMMITMENT OR NEXT STEP THEY INDICATED — e.g., “reviewing the guidelines internally” or “raising this at the next coordination meeting”]. We will follow up in [TIMEFRAME — e.g., “four weeks”] to discuss progress.

Please don't hesitate to contact us if you need any additional information or if there are ways we can support your efforts.

We look forward to continued collaboration.

Best regards,

[YOUR NAME]

[YOUR TITLE]

[ORGANIZATION]

[CONTACT INFORMATION]

Toolkit link

Use the Commitment Tracker in the **Meeting toolkit** (Section 6) to log what was agreed.

3. Coalition outreach

Use when reaching out to potential allies (Civil Society Organizations, United Nations agencies, academics) to coordinate advocacy efforts.

Subject: Coordinating on Out of the Shadows Index advocacy — Invitation to collaborate

Dear [NAME/ORGANIZATION],

I'm reaching out from [ORGANIZATION] regarding the 2026 Out of the Shadows Index.

The Index provides new data on [COUNTRY]'s efforts to prevent and respond to sexual violence against children and adolescents. We are planning advocacy around the [PILLAR NAME] findings, which show [BRIEF SUMMARY OF KEY GAP — draw from the pillar Fact Sheet, e.g., “weak online safety regulation”].

Given [YOUR ORGANIZATION]'s work on [YOUR FOCUS AREA — e.g., “children’s mental health” or “online child protection”], we believe there is an opportunity to coordinate our efforts.

Specifically, we are hoping to:

- Align on shared advocacy asks
- Coordinate outreach to [TARGET — e.g., Ministry of Health, parliamentary committee]
- Amplify each other's messaging around key moments

Would you be available for a call in the next two weeks to discuss? We're happy to share the Out of the Shadows Index data and our draft advocacy strategy in advance.

Looking forward to hearing from you.

[YOUR NAME]

[YOUR TITLE]

[ORGANISATION]

[CONTACT INFORMATION]

Toolkit link

Share the pillar Fact Sheet with coalition partners to ensure aligned messaging. Use the **Finance advocacy** document if coordinating joint budget submissions.

4. Advocacy introduction (cold outreach)

Use when introducing yourself and the Out of the Shadows Index to someone who doesn't know your work, to open a door for future engagement.

Subject: New data on [COUNTRY]'s child protection systems — opportunity to connect

Dear [NAME/TITLE],

I'm reaching out from [ORGANIZATION] to share new data that may be relevant to your work.

The 2026 Out of the Shadows Index has been released, measuring government efforts to prevent and respond to sexual violence against children and adolescents across 60 countries. For [COUNTRY], the Index shows:

- [ONE KEY STRENGTH — e.g., “Strong legal framework for child protection”]
- [ONE KEY GAP — e.g., “Limited availability of integrated service delivery for children who experience sexual violence to access health, psychosocial, legal, and justice support”]

This connects directly to [THEIR WORK/MANDATE — e.g., “the Ministry’s health sector strategy” or “your organization’s focus on mental health access” or “the committee’s upcoming review of child protection legislation”].

We would welcome the opportunity to discuss how this data might support your efforts. Would you be open to a brief call?

I've attached a one-page summary of the key findings. Happy to share the full methodology or country-specific data if helpful.

Thank you for your time.

[YOUR NAME]

[YOUR TITLE]

[ORGANIZATION]

[CONTACT INFORMATION]

Toolkit link

Attach the pillar **Fact sheet** as your one-page summary. If this leads to a meeting, move to the **Meeting guide** for preparation.

5. Finance advocacy email

Use when submitting a written request during budget consultations, or following up with finance or planning officials about funding commitments.

Subject: Budget submission: Investing in [POLICY AREA] for children — Out of the Shadows evidence

Dear [NAME/TITLE],

On behalf of [ORGANIZATION], we are writing ahead of [BUDGET MOMENT — e.g., “the upcoming pre-budget consultations” or “the Ministry’s sector planning process”] to request a dedicated allocation for [POLICY AREA].

The 2026 Out of the Shadows Index shows that [COUNTRY] scores [SCORE] out of [MAX] on [PILLAR/INDICATOR NAME], which measures [BRIEF DESCRIPTION]. This means [WHAT THE GAP LOOKS LIKE IN PRACTICE — 1 sentence].

We are requesting that the [UPCOMING BUDGET / SUPPLEMENTARY ESTIMATES / SECTOR PLAN] include:

- [SPECIFIC BUDGET ASK — draw from the Finance Advocacy document, e.g., “A dedicated allocation of [AMOUNT] for community-based integrated service delivery for children who experience sexual violence to access health, psychosocial, legal, and justice support”]

This investment would bring [COUNTRY] in line with [PEER COUNTRY / REGIONAL STANDARD / Convention on the Rights of the Child (CRC) OBLIGATIONS] and address a gap that currently leaves children without adequate support after sexual violence.

We have attached a brief with the evidence base and specific budget language for your consideration. We would welcome the opportunity to discuss this further.

Thank you for your commitment to children’s safety.

[YOUR NAME]

[YOUR TITLE]

[ORGANIZATION]

[CONTACT INFORMATION]

Toolkit link

Prepare this email using the pillar-specific **Finance advocacy** document, which provides indicator-to-budget-line mapping, ready-to-use budget language, and the budget submission paragraph template.

Email tips

- Keep subject lines specific and action-oriented
- Lead with what matters to them, not just what matters to you
- Acknowledge their work and constraints
- Make your ask clear and realistic
- Always follow up — once is rarely enough

Use with other toolkit resources

These email templates are designed to work with the full Out of the Shadows advocacy toolkit. Here's how to connect them:

Component	How it connects to these emails
Fact sheet	Your go-to attachment. Provides the data, score context, and gap description you need to populate the [BRACKETED TEXT] in every template.
Meeting guide	Use the Meeting Request template (Email 1) to set up the meeting, then the Meeting Guide to prepare for it, and the Post-Meeting Follow-up (Email 2) to document commitments.
Finance advocacy	Essential companion to the Finance Advocacy Email (Email 5). Provides indicator-to-budget-line mapping and ready-to-use budget language.