



## Sample Email Copy – General

### SUBJECT LINE OPTIONS:

- a. Join [Organization/Me] for Malnutrition Awareness Week 2020!
- b. Malnutrition Awareness Week is October 5-9!
- c. Help reduce the incidence of malnutrition. Join me for Malnutrition Awareness Week 2020!

Join ASPEN, the American Society for Parenteral and Enteral Nutrition, for Malnutrition Awareness Week™ on October 5-9, 2020. It's a week filled with valuable educational webinars and sharing of informational materials on malnutrition.

The goal of Malnutrition Awareness Week is to educate healthcare professionals on early detection, prevention, and treatment of malnutrition; educate consumers/patients to discuss their nutrition status with healthcare professionals; and to increase awareness of nutrition's role on patient recovery.

Continuing education credit is available for most of the [webinars](#) that week. ASPEN is accredited to provide medical, pharmacy, nursing and dietetic credits.

Join the conversation online by using the hashtag #MAW2020. For more information and to register, visit [www.nutritioncare.org/maw](http://www.nutritioncare.org/maw).

## Sample Email Copy – Ambassadors

### SUBJECT LINE OPTIONS:

- a. Free registration for Malnutrition Awareness Week webinars
- b. Malnutrition Awareness Week is October 5-9!
- c. Learn how to intervene and treat malnutrition: ASPEN Malnutrition Awareness Week

[Your organization] has partnered with ASPEN, the American Society for Parenteral and Enteral Nutrition, for ASPEN Malnutrition Awareness Week™ on October 5-9, 2020.

As a Malnutrition Awareness Week ambassador, we have complimentary access to ASPEN's [educational webinars](#) and [resources](#) on malnutrition.

The webinars have limited capacity so register now to reserve your spot. Enter code **[ambassador code]** to receive a 100% discount. Continuing education credit is available for most of the webinars. ASPEN is accredited to provide medical, pharmacy, nursing and dietetic credits.

The goal of Malnutrition Awareness Week is to educate healthcare professionals on early detection, prevention, and treatment of malnutrition; educate consumers/patients to discuss their nutrition status with healthcare professionals; and to increase awareness of nutrition's role on patient recovery.

Join the conversation online by using the hashtag #MAW2020. For more information and to register, visit [www.nutritioncare.org/maw](http://www.nutritioncare.org/maw).