

## Email Messaging: ALS Strategic Planning Workshop

This is an example of the messaging we will use to promote and encourage registration for the Workshop (i.e. responding):

Dear engaged ALS community member,

The [National Institute of Neurological Disorders and Stroke \(NINDS\)](#) has initiated an amyotrophic lateral sclerosis (ALS) strategic planning process to identify the highest priorities for research that will lead to the discovery of effective interventions for the diagnosis, treatment, management, prevention, or cure of ALS. To support these efforts, we are seeking your help to assess the most current draft of the strategic plan. On October 26 and 27 NINDS will host a public Workshop to present and answer questions about the draft and listen to public comments. These questions and comments will help shape the final version of the ALS Strategic Plan, to be presented for review by the NINDS Advisory Council in 2023.

We encourage you to register for the October 26-27, 2022 virtual ALS Strategic Planning Workshop as soon as possible. The proceedings will be recorded and available online in the weeks after the event, should you have any scheduling conflicts.

If you have any questions about the content of workshop and/or draft ALS Strategic Plan, please contact: [ALSStrategicPlan@ninds.nih.gov](mailto:ALSStrategicPlan@ninds.nih.gov)

If you have any logistics or technical questions regarding registration and/or the workshop, please contact: [jennifer.adona@roseliassociates.com](mailto:jennifer.adona@roseliassociates.com)

Thank you,

NINDS ALS Strategic Planning Steering Committee