*Send as a letter or email during or just before Radical Kindness Week 2021 (17 – 21 May)*

Dear [Mr/Ms SURNAME]

I am writing to introduce myself as [job title]. of [organisation]. We are taking part in Radical Kindness Week 2021, (17 – 21 May) a new initiative to shine a light on activities and programmes that bridge differences between groups and forge stronger, more compassionate, social connections.

[Organisation] has a significant presence in [constituency/area/region]. [Include a specific line on your local footprint – do you have figures for the number of homes you provide in the constituency or the amount you are investing in the area?]

Belong’s [Radical Kindness](https://www.belongnetwork.co.uk/research-projects/radical-kindness/) project draws on findings from ‘[Beyond Us and Them: Societal Cohesion in the Context of Covid-19](https://www.belongnetwork.co.uk/research-projects/beyond-us-and-them-research-project/)’, a major research project funded by the [Nuffield Foundation](https://www.nuffieldfoundation.org/) and conducted by Belong and the University of Kent. This study has revealed that local areas that had previously invested in social cohesion have demonstrated higher levels of connection, active social engagement, and positive feeling towards others over the course of the pandemic.

You can find out more about the campaign, including the conditions required for radical kindness to flourish at www.belongnetwork.co.uk.

I would welcome the opportunity to meet with you locally to discuss the role you can play in helping us achieve the right conditions for radical kindness to flourish. I would be very happy to show you our [project], should your diary permit. In the meantime, please do not hesitate to get in touch if there is anything [organisation name] can do to support you or your team.

[You could include anything specific you want to offer to help build this relationship here *–* e.g. a named contact for their constituency casework enquiries, or a community space to host their advice surgeries.]

Yours sincerely,

[Signature]

[Name]