# **EMAIL TEMPLATE 1: PERSONAL AWARENESS EMAIL**

**Subject Line Options:**

* Why I'm Speaking Up About Lung Cancer (And Why You Should Too)
* This Could Save Someone You Love
* 343 People Every Day—Let's Change That Together

**Email Body:**

Hi [Name],

I'm reaching out about something that matters deeply to me: lung cancer awareness.

Here's why this is urgent: Every 2.2 minutes, someone hears the words "you have lung cancer." That's 643 people today. Tomorrow. Every single day.

But here's the hope: When caught early, the 5-year survival rate jumps to 64%. Early detection saves lives.

**If you or someone you love has ever smoked, been exposed to radon, or is over 50, screening could be lifesaving.** It's a simple, low-dose CT scan that takes minutes.

**Will you take one small action today?**

→ Talk to your doctor about lung cancer screening
→ Share this message with someone who needs to hear it
→ Learn more at [lcfamerica.org](http://lcfamerica.org/)

Every conversation matters. Every screening matters. Every life matters.

Thank you for taking a moment to read this—and for caring enough to act.

With hope,
[Your Name]

P.S. Questions about screening? [Learn more](https://lcfamerica.org/about-lung-cancer/detection/screening/) - it could save your life.