

## OUTREACH PARTNERS TOOLKIT EMAIL TEMPLATE

**SUBJECT:** Better care at home: Boost your skills or start your new career with Caring4Cal!

**PREVIEW:** Caring4Cal no-cost training programs are helping to expand and enhance California's home- and-community based services (HCBS) healthcare workforce.

**BODY:**

Hi [NAME],

Research has shown that patients that receive in-home- and community-based care have better health outcomes than those in institutional care. But with the increasing needs of an aging and diversifying population, it's more critical than ever to support California's licensed and certified home- and community-based services (HCBS) care providers.

Welcome to [Caring4Cal](#), the California Department of Health Care Access and Information's recruitment and training program for HCBS providers. Whether you're a licensed or certified professional or considering a fresh start in a rewarding career, Caring4Cal's no-cost training courses may be right for you.

Check out [Caring4Cal.org](#) to learn more about the program, including:

- [Full course listings](#), including topics and course descriptions
- Personalized and no-cost [one-on-one coaching](#) to help you set goals, develop an action plan, and stay on track
- **Up to \$2,750 in [financial incentives](#) for you to your grow skills**

Don't miss out on this exciting opportunity to grow in your career and enhance your future! Take a course today and get paid for it. **Sign up at [Caring4Cal.org](#).**

Best regards,

[Organization Name]