

## BELOW IS AN EMAIL TEMPLATE FOR CAMPAIGN CREATORS AND TEAMS TO SEND TO FRIENDS AND FAMILY MEMBERS ABOUT THE CAMPAIGN.

Emails work best when they are personal, so everyone who uses the template should edit it to be from their own voice.

### EMAIL STRUCTURE

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| <b>1</b> Personal salutation and opening comments                   | <b>5</b> Introduction to rewards and instructions for purchasing |
| <b>2</b> Introduction to the campaign and why it's important to you | <b>6</b> Photo of campaign page with guiding arrows              |
| <b>3</b> Include a link to campaign                                 | <b>7</b> Closing and gratitude                                   |
| <b>4</b> The Ask — asking to contribute                             | <b>8</b> Asking to share   |

### Email Message

- 1** Hi George,  
It was great to see you last week! Thanks for giving me a tour of your community.
- 2** I have exciting news to share. My entrepreneurial venture, The Local Crowd has launched a new project! It's A Creative Space for Artists — a project of the Women's Business Center that will renovate a room for artists to use as shared workspace and training. It's led by my good friend Debbie Gorski.  
  
I'm thrilled about this, because it's a great example of the Spirit of Community that I so believe in — people coming together to make the community better — and more artful and beautiful, too! Laramie Main Street and the Women's Business Center team have worked hard to create the campaign.
- 3** Take a look at it here: <https://laramie.thelocalcrowd.coop/product/a-creative-space-for-artists/>
- 4** Watch the video. Check out the rewards. I hope you'll offer your support. There are several ways to do so. One is a simple contribution and the other is the purchase of a reward in exchange for your cash. The rewards for this campaign are artful and creative! You will find information about them in the Rewards Section on the right side of the campaign page — and also in the Marketplace, which shows contributions from other businesses that are available as rewards. (See the attached photo.) Start shopping! Every dollar you spend will support the Creative Space for Artists project and Laramie's artistic community.
- 6** <Insert Image Here>
- 7** Let me know if you have any questions. I really appreciate you and your support of my work.  
  
Thank you!  
Diane
- 8** PS: Please share with your friends!