

## HERE IS A SAMPLE OF AN EMAIL THAT CAN BE USED FOR THOSE WHO HAVE OFFERED REWARDS TO A PROJECT.

The artist or business offering the reward should send to friends, family members and customers. It is intended to be a personal communication, letting people know that they can purchase the product AND help a local project.

### EMAIL STRUCTURE

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li><b>1</b> Begin by introducing the reward donated</li> <li><b>2</b> Description of project with any newsworthy updates – (Like you have already raised more than \$4,000!)</li> <li><b>3</b> More information about rewards – particularly those offered by the artist/ entrepreneur writing the letter.</li> <li><b>4</b> Photo showing how to access rewards</li> </ol> | <ol style="list-style-type: none"> <li><b>5</b> Instruction for accessing the rewards</li> <li><b>6</b> Link to website for contribution and an “ask to contribute”</li> <li><b>7</b> Thank you!</li> <li><b>8</b> Invite them to share</li> </ol> |
|---|--|

### Email Message

Dear Mary,

- 1** I am writing to let you know that I am offering copies of my book and play as rewards for the project described below. That means you can get a copy of Return of the Yin and Bring Back My Body to Me – at the same time you are supporting a great local project in Evanston. It's a way to leverage your spending to really make a difference!
- 2** The Evanston Campaign, “Floor the Past” is 24 hours and \$751 away from meeting its goal. If they can make it happen, this will be the first project to raise more than \$5,000 on The Local Crowd Platform. Wow! That would be so cool!  
  
The project is a coffee shop and bookstore in Evanston (Serendipity) that is run by my friend, Kayne, and her daughter, Candi. (Teenage granddaughter Aysha helps out too!) They are raising money to put in a new floor—the old carpet is just not appropriate for the food service portion of the shop. Kayne and her daughter have worked very hard to build this business up from scratch. They have turned an old run down building in downtown Evanston into a nice bookstore and gathering place for folks. Kayne makes wonderful food, great coffee and world famous quiche (pictured below coming out of the oven!)
- 3**
- 4** Here's the really cool part. When you make a \$25 contribution, I will mail you a copy of my book and play. Because I have donated these items to the project, all funds will go to the Serendipity project.
- 5** Below is the link to the The Local Crowd crowdfunding site. To access these items, click on the Marketplace button (See Illustration below) and scroll down to the reward of your choice. Any contribution you offer will be greatly appreciated and make a big difference to this project and my friend Kayne.
- 6** <https://thelocalcrowd.coop/product/look-better-feel-better-juicing/>
- 7** Thank you! I appreciate your interest in my work!  
  
Cheers!  
Diane
- 8** PS: Check out the other rewards offered by the campaign and fill your shopping cart. Share this email with your friends!