



Sample Email For Grantees

Notes for Use

- *This is suggested copy. Please feel free to edit if you would like it to have a voice more in-line with your current e-communications.*
- *You can include content specific to your organization and your Red Nose Day grant. For example, you can highlight the impact that your grant has on your program or the children you serve.*
- *Please DO NOT remove the links to our donation page.*
- *To send the email, simply cut and paste the copy into your current email template. Please use the suggested hero image or an image of your team/children wearing Red Noses.*
- *You do not have to vet any change copy or hero images by the Red Nose Team. We are just happy that you are getting the word out!*

Subject Line:

We Have Some Nose-worthy News

Preview Text:

What do Red Noses and YOU have in common?

Email Content:

Dear [First Name/Friend],

As someone who cares deeply about our mission, we wanted to invite you to be part of this year's Red Nose Day celebration! What is Red Nose Day and what does it have to do with [ORGANIZATION NAME]? We're glad you asked!

Red Nose Day is an annual fundraising campaign to end the cycle of child poverty and ensure a healthy future for all children. Money raised during the campaign, particularly through the sale of Red Noses at your local Walgreens, supports critical programs that keep children safe, healthy, educated and empowered across the U.S. and around the world. We are proud to be a Red Nose Day partner and grant recipient.

Why should YOU get involved with Red Nose Day? We're glad you asked that too!

As a Red Nose Day grantee our [programs/services/work] have been fortified by generous funding from Red Nose Day... just like they have been by your support.

That's why we're asking you to share some love with our friends at Red Nose Day and help raise awareness of programs that have positively impacted over 30 million children in America, and around the world.

Please visit your local Walgreens store today to pick up a Red Nose for yourself and a few extras for the loved ones in your life. Your Red Nose Day purchase will create positive change in our communities, in our society and across the globe.

You'll be investing in [ORGANIZATION NAME] as well as a vast network of programs that ensure children have access to healthcare, nutritious food and quality education, are safe from harm and have the opportunity to thrive without limits. Join us in building a healthy future for all children.

[Donate Button]

Thank you from all of us at [ORGANIZATION NAME]