

## Email Template Language Toolkit

### Team Captain Recruitment Week: (3 Part Email Series)

*Goal: Incentivize past team captains to register their team (if they haven't already). We'd recommend sending to all team captains from previous 3+ years.*

#### **Email #1 (Monday)**

This week, we're challenging YOU to take the first step in helping us reach our walk goal. It's Team Captain Week!

Everyone who registers a new team by [time] on [day], the [#] will be entered to win a [prize].

Form a team today! [LINK](#)

Don't forget to follow us on social media for updates on the [Year] [Event Name] and to share how your team is raising funds.

#### **For Organization Social Media:**

##### **Facebook**

It's Team Captain Week for the [Year] [Event Name]! Every person who registers a team this week will have the chance to win a [prize]! Register your team today: [LINK](#). #EventHashtag

##### **Twitter**

It's Team Captain Week for the [Year] [Event Name]! New team captains could win a [prize]. Register here: [LINK](#). #EventHashtag

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### **Email #2 (Wednesday)**

The competition is heating up! So far, we've had [#] of teams register this week. There's still time to get in on the action for your chance to win [prize]!

Team Captain Week continues until [time] on day, [#]. Register your team today! [LINK](#)

Remember, your support will help us provide needed resources and programs to children and adults with Down syndrome in the local community.

Stay up to date on all things walk by following us on social media! [Social Media Links](#)

#### **For Organization Social Media:**

##### **Facebook**

Team Captain Week for the [Year] [Event Name] continues until [day]! Every person who registers a team this week will have the chance to win a [prize]! Register your team today: [LINK](#). [#EventHashtag](#)

##### **Twitter**

Team Captain Week for the [Year] [Event Name] continues until [day], [date]! Register your team today: [LINK](#). [#EventHashtag](#)

### **Email #3 (Friday)**

Only hours remain in the Team Captain Week challenge. If you haven't registered your team yet, you can still register by [time] TONIGHT for the chance to win [prize].

Creating a team is an important first step in helping us to reach our fundraising goal of {\$ Goal} to support programs serving children and adults with Down syndrome in the community.

Join us in making a difference by registering your team today! [LINK](#).

#### **For Organization Social Media:**

##### **Facebook**

Team Captain Week for the [Year] [Event Name] ends tonight! Every person who registers a team before [time] will have the chance to win a [prize]! Register your team today: [LINK](#). [#EventHashtag](#)

##### **Twitter**



Team Captain Week for the [Year] [Event Name] ends tonight! Register your team for the chance to win [prize]: LINK. #EventHashtag