

Email Template Language Toolkit

Team Recruitment Week

Goal: Encourage team captains to recruit members to their teams. We'd recommend sending to all currently registered team captains.

Email #1 (Monday)

It's Team Recruitment Week and you could win [incentive]! How?

We have a goal of having [#] more team members registered for the [Year] [Event Name] by [date] and [time]. Each new team member equals one entry. IF we reach our goal, one winner will be randomly selected to win [incentive] on behalf of their team!

Now is the time for team members to register! [LINK](#)

Follow us on social media for updates on the [Year] [Event Name].

For Organization Social Media:

Facebook

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

Twitter

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

(Continued on Next Page)

Email #2 (Wednesday)

We have great momentum going for Team Recruitment Week! So far, [#] new team members have registered.

Remember our goal is to have [#] more team members registered for the [Year] [Event Name] by [date] and [time]. Each new team member equals one entry. If we reach our goal, one winner will be randomly selected to win [incentive] on behalf of their team!

Keep up the great work!

For Organization Social Media:

Facebook

There's only a [#] days left in the [Year] [Event Name] Team Recruitment Week challenge! Every person who registers before [date] at [time] will have the chance to win a [incentive]. Register today: [LINK](#).

Twitter

Hurry! The Team Recruitment Week challenge ends [date] at [time]. Register today! [LINK](#) #EventHashtag

Email #3 (Friday)

Only hours remain in the Team Recruitment Week challenge. There's still time to have new team members register and be entered to win [incentive].

All new team members must be registered by [time] TONIGHT! One winner will be randomly selected and announced via our social media.

Link to register: [LINK](#).

For Organization Social Media:

Facebook

Hurry! Just a few hours remain in the Team Recruitment Week challenge! New registrants have the chance to win a [incentive]. [LINK](#). #EventHashtag

Twitter

Hurry! The Team Recruitment Week challenge for the [Year] [Event Name] ends in just a few hours. Register: [LINK](#). #EventHashtag