

Email #1 – June 6 – Target Audience: Urban Renters 28-35

SUBJECT LINE: Leave a better world for future generations / Why stop halfway?

Dear [Name],

It's a question many of us struggle with; will we leave the world better than we found it for future generations?

For many people living in urban areas, like yourself, this question can feel particularly daunting. By already enrolling at 50% in our green power campaign, you are well on your way to helping the world shift into the future - which is green, renewable energy.

Could you be doing more?

We think so! That is why today, [client name] wants to encourage you to take the pledge and match **100%** of your energy use with **renewable energy from local and solar projects!**

We understand this is a big commitment, but that is why we are here to help make the process as simple and easy as possible.

**ENROLL TODAY**

Thank you,

[Name of person from company]