

**JAN 6
THROUGH
MAR 1**



2020

SAMPLE EMAIL

You're probably already a pro at this kind of thing, but in case it's helpful, we've provided a shareable email template to with a few details about the Challenge. Feel free to personalize it in whatever way you wish.

Hey!

I'm putting on a *[INCLUDE TYPE OF EVENT, e.g., "yoga" or "walking"]* event for the It's Time Texas Community Challenge and I'd really like for you to be there.

In case you're not familiar, the Community Challenge is a statewide competition built around healthy activities (walking, running, eating carrots, yoga, you name it). You sign up on behalf of your city or school district and earn points for your community with every healthy action you submit.

At the end of the 8-week challenge, the cities and school districts with the most points in each size category get a cash prize to put toward a community health project. There are also regular prize giveaways for individual participants.

My event is taking place *[FILL IN THE DETAILS]*. If we get 25 people to attend, we earn 15,000 points for our community. (Which is huge!) If you're able to make it, let me know by signing up at *[PROVIDE A LINK to your event page on Facebook, Eventbrite, or Meetup]*. Then, register for the Community Challenge at ittcommunitychallenge.com. (It will help us earn more points!)

Even more than the competition, the It's Time Texas Community Challenge is about encouraging each other to lead healthier lives and build a stronger, more connected community. *[OR, ADD SOMETHING PERSONAL about your motivation for joining Challenge and why this event is important to you.]*

I hope you can make it!