#SHOWTHELOVE
Email 101

Sending personal emails to your contacts and sharing our compelling Campaign videos are the best ways to reach your/our goal! You can do so by either:

1. **Using your Team Leader profile to send emails.**
2. **Sending emails from your personal email address using a template.**

A couple of tips for successful emailing:

- **PERSONALIZE, PERSONALIZE, PERSONALIZE!** Making your friend feel like they've been carefully selected to participate in this awesome campaign with you will make all the difference. Trust us.
- This campaign is about **SMALL DONATIONS**.
- To ensure 10 friends will donate, you'll want to **reach out to 30**! But don't worry…!
- You don't need to send 30 individual emails; you can send **5 or 6 emails to small groups of people** (i.e. one to a small group of friends from high school, one to friends from college, one to family, neighborhood parent friends, professional contacts, etc.)
- **Really connect with each group** by thinking about the 'hook' of Intiman that will most resonate with them (i.e. the fact that we take big, bold risks on innovative diverse theatre makers, or the fact that we employ over 150 total artists and nonprofit staff produce thrilling theatre, or believe in cultivating the next generation of artists and theater professionals by offering secondary education through our EMERGING ARTISTS and STARFISH programs)
- One group to think about is your **'out-of-towners'** - they're not to be discounted! Intiman's plays and programs may happen in Seattle, but the impact of our work is part of a ripple effect. Let people know that even though they live outside of Seattle, they can make a BIG impact!
- **FUN FACT:** Do you know what is reported as the number one reason people donate money? Because they were ASKED**.**

- So **be bold** in asking people! I guarantee you'll be surprised by who will step up to the plate.

USING YOUR TEAM LEADER PROFILE TO SEND EMAILS

1. After logging in, click profile emoji in the upper right-hand corner of the screen, then click "Profile".
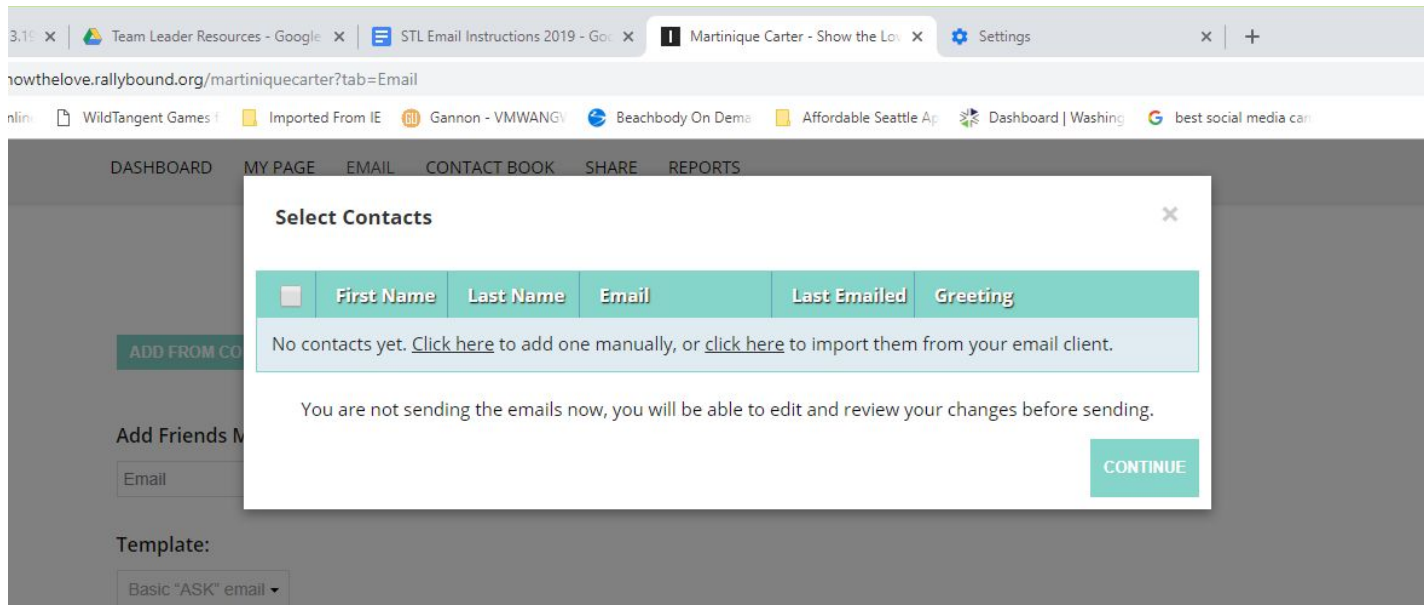2. Under "MY CAMPAIGN" click "DASHBOARD" in the Show the Love box.
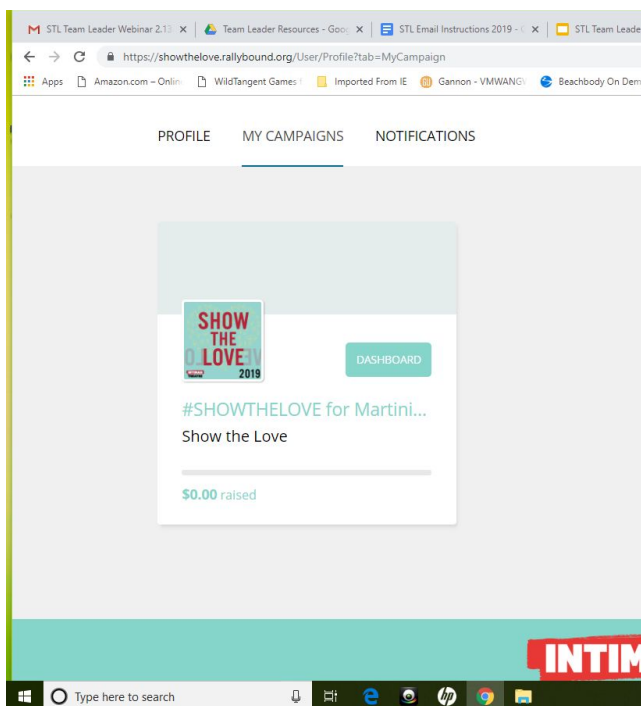
3. Once you enter your DASHBOARD, click the "EMAIL" tab. You're screen will look like this:

## Import Contacts

1. Click "Add From Contact Book"

2. In the pop up box, you can choose to either enter email contacts manually or import from your email client.
3. If you choose to import your contact list from your email client, click that selection above and follow the instructions in the pop up windows to follow.
4. Follow the instructions in the pop-up window (select "Accept" where applicable)
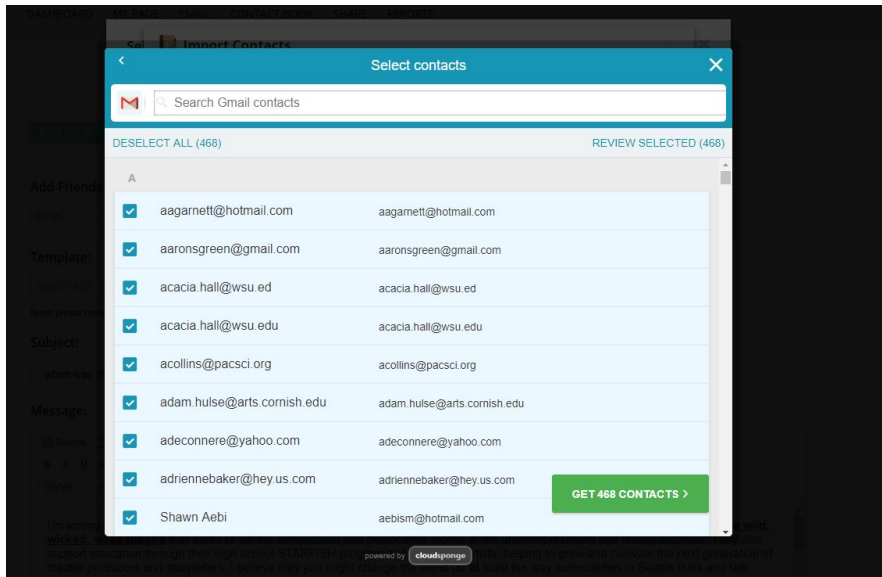
5. A pop up window with all your email contacts will appear. You can choose to "SELECT ALL" contacts in the upper left-hand corner of the call out box, or individually select contacts by check marking the box next to each contact.

Send email

1. Go back to your "EMAIL" tab on your dashboard
2. Under "Template," you can choose to either "None - Type Own" or "Basic 'ASK' email"
   ○ The "Basic Ask email" is a template preloaded into Rallybound you can use to do an initial ask for donation. You can add or take away language as you see fit.
3. To add addressees, click "ADD FROM CONTACT BOOK" in the upper left hand corner and you can individually select who you would like this email to go out to (This is the import of contacts you just did).
   ○ Or, you can individually enter email addresses by clicking ADD EMAIL
4. Once addresses are added and you have the body of the email complete, click "REVIEW EMAIL"
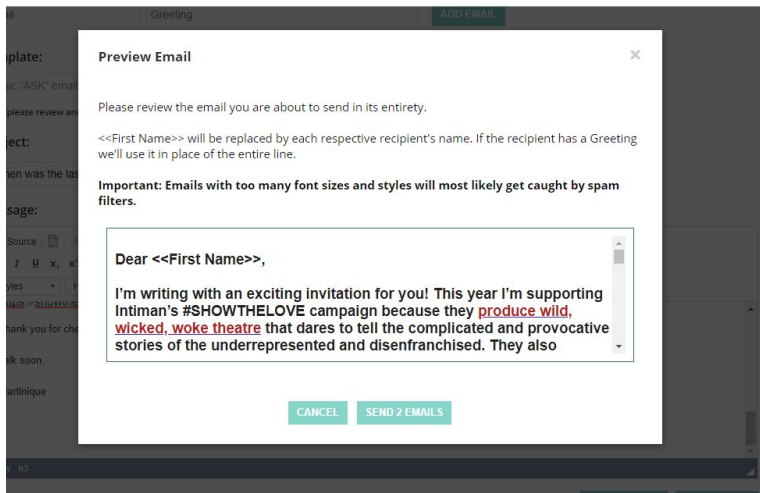
5. Once you approve, click the "SEND" button at the bottom of the pop up box.

SENDING EMAILS FROM YOUR PERSONAL EMAIL ADDRESS USING A TEMPLATE

Would you rather send an email from from your personal inbox? Use the email template below to get started! You'll need to edit the text in **BLUE**!

Suggested subject: ...an exciting invitation for you!

Hello,

I'm writing with an exciting invitation for you! This year I'm supporting Intiman's #SHOWTHELOVE campaign because they **produce wild, wicked, woke theatre** that dares to tell the complicated and provocative stories of the underrepresented and disenfranchised. They also support education through their high school STARFISH program and Emerging Artists; helping to grow and cultivate the next generation of theater producers and storytellers. I believe they just might change the world (or at least the way communities in Seattle think and talk about social justice and art)!

My personal goal is to raise {Insert your fundraising goal here} in 14 days, Feb. 14 - 28 alongside Intiman. I support bold theatre, **join me and donate to my goal today {insert link to your rallybound page}**

The full campaign goal is $80,000 raised in grassroots donations -- *just like yours*! I firmly believe that every penny adds up!

Find out more about one of my favorite artistic companies, or support my personal goal now:{Insert link to your rallybound page}

Thank you for checking it out!

Talk soon,

{Insert your name here}