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**Promotion Email Templates**

Below are some examples of what an email might look like when you are recruiting for your JustFaith Ministries program. You will also want to include the program booklet as an attachment and insert the link to the video that you would like to share from the list provided in the Promotional Videos document.

*Example #1:*

*When asking a person you know to participate:*

**Email Subject or Header**

“Join me in the JustFaith Program Sacred Air: Climate & Energy!”

**Email Text**

*(Name),*

*Lately I’ve really felt compelled to learn about the climate crisis, to have difficult but necessary conversations about it, and to figure out how I can get involved in creating change. Would you be interested in joining me? I’m planning to facilitate an 8-session program called Sacred Air: Climate & Energy (written by JustFaith Ministries in partnership with Creation Justice Ministries) in which our small group will pray together, read books and watch videos, and have conversations around how we can seek environmental justice in our community. Some of the topics we’ll discuss include greenhouse gases, air pollution, fossil fuels, renewable energy, the Paris Agreement, and environmental racism. I’m hoping we’ll have a group of 8-12 people. Would you be interested? We will be meeting on (insert date and time if you know it. Specify if you are meeting virtually).*

*Please see the* ***attached booklet*** *with information about the program and let me know if you have any questions. You can also watch this video to hear from a JustFaith graduate about what the small group experience is like:* [**https://youtu.be/kknNlcc5YAs**](https://youtu.be/kknNlcc5YAs)

*I’d love for you to be a part of our group – let me know if you’re interested in joining the conversation!*

*(Your Name*)

*Example #2:*

*When asking a graduate or a connected member of your church to help you invite others:*

**Email Subject or Header**

“Invite Someone to Participate in Sacred Air: Climate & Energy!” or “Invite Someone to Share Your Experience!”

**Email Text**

Dear (*Name*),

The majority of people who say "yes" to participating in a program do so because someone shared about their experience and personally invited them. **Will you help us invite others to consider participating in Sacred Air: Climate & Energy?**

Do you know anyone in the (*parish, congregation or area*) who has not participated in Sacred Air and would find the program meaningful? If so, we’d really appreciate if you could take one minute to copy and send the email below to anyone who comes to mind.

Thank you,

*(Coordinator/Facilitator Name)*

**Email Text for Sharing**

*(Name),*

*In (month/year), I participated in Sacred Air: Climate & Energy (written by JustFaith Ministries in partnership with Creation Justice Ministries) in which our small group prayed together, read books and watched videos on the climate crisis, and had conversations around how we can seek environmental justice in our community. Not only did I learn a lot about the climate crisis, but I also formed meaningful friendships and was inspired to \_\_\_\_\_\_\_ (name an action you took as a result of the program). I saw an email today about another offering of the program and thought of you right away. I think you would love it! The group is meeting on (insert date and time if you know it). Please see the* ***attached booklet*** *with information about the program and let me know if you have any questions.*

*Sincerely,*

*(Your Name*

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