

**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 Faith & Immigration Justice”

**Email Text**

*(Name),*

*Lately I’ve felt confused by the misinformation and conflicting viewpoints around immigration. I want to learn more about this topic so that I can know how to advocate for immigration policy that is both just and in line with my faith. I also want to learn more about immigrants in our community, so that I can have a better sense of how to embrace them. For this reason, I’m facilitating a program called Faith and Immigration Justice. It’s an eight-week program by JustFaith Ministries that facilitates dialogue around questions such as “why do people come to the United States?”, “what is the citizenship process like?”, and “what’s going on with DACA?”. 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).*

*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 about JustFaith Ministries’ at:* [**https://youtu.be/CB2OuSjMxps**](https://youtu.be/CB2OuSjMxps)*and 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 Faith & Immigration Justice!” 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 Faith & Immigration Justice?**

Do you know anyone in the (*parish, congregation or area*) who has not participated in Faith & Immigration Justice 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 Faith and Immigration Justice, an eight-week program by JustFaith Ministries that facilitates holy and healthy dialogue around migration, a highly contentious topic that is nevertheless intricately linked with our Christian faith. 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. You can also watch this video about JustFaith Ministries’ at:* [**https://youtu.be/CB2OuSjMxps**](https://youtu.be/CB2OuSjMxps)

*Sincerely,*

*(Your Name*

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