

Campaign solicitation/marketing email

Audience	Date	Quantity	Open Rate	Clicks
Staff	11/08/19	1,723	47.36%	212
Staff (10 am)	12/3/2019	2,197	36.78%	30
Staff (4 pm)	12/3/2019	2,197	35.61%	20

To: First and last name

Subject: Your gift catalogue has arrived!



Dear FIRST_NAME,

Thank you for making an impact on Mohawk students every day.

Right now, my plate is overflowing. I'm working two part-time jobs while I'm a full-time student. I often find myself choosing between getting a better grade or picking up an extra shift at work to pay for everything.

I love attending this school, but like many students, I'm struggling to afford it. Expenses like tuition, books, rent, food, and supplies really add up.

The [gift catalogue](#) is one way to help support students. You can help fill a student's fridge, lessen our debt load, or help purchase much needed tools for our trade. All of the items are in direct response to our needs. Whatever gift you choose, you are helping us to focus on our studies by reducing our stress, giving us hope, and encouraging us to reach graduation.

I ask you to consider [making a gift](#) and support more students like me. Every gift can make the difference.

With thanks,



Estefani Saban-Chacon '16
Software Development Program

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