

Date	Dec 1, 2019	Vehicle	Spark
Lists	Staff	Subject	Name, do you want to change a student's tomorrow?
From	Mohawk College Foundation	Signatory	N/A
E-From	foundation@mohawkcollege.ca	E- Reply/BB	giving@mohawkcollege.ca
Header	Gift Catalogue	Footer	Standard Foundation
Link	https://giftingcatalogue.mohawkcollege.ca/ (highlighted in blue below)		
Copy	<div style="text-align: center; margin-bottom: 10px;"> HEADER  </div> <p>Dear Name,</p> <p>Wouldn't it be amazing if all Mohawk students had a full fridge every time they opened it?</p> <p>Since May over 250 students have used the food bank. Last year, 564. A breakfast program has now been introduced at all three campuses feeding over 200 students every other week.</p> <p>Today is the day you can help a student get their next meal – it's Giving Tuesday!</p> <p>Every \$20 donated to Fill the Fridge helps a student in need get closer to a full fridge.</p> <p>By making a gift, you are nourishing student success.</p>		
Quantity	2196		
Open rate	40.48%		

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Copy	 <p>Dear [REDACTED],</p> <p>In the last year over 500 students accessed the MSA food bank. We know due to the pandemic this need will be even greater as students have been heavily impacted by loss of employment opportunities.</p> <p>Today is the day you can help a student get their next meal - it's Giving Tuesday! Join the Mohawk community and donate.</p> <p>Every \$20 donated to Fill the Fridge helps a student in need get closer to a full fridge.</p> <p>By making a gift, you are nourishing student success. Every gift can make the difference.</p> <p>Together, we can change a student's tomorrow - give today.</p>		
Quantity	1684		
Open rate	42.16%		