

SAMPLE EMAIL! (Subject: McLean Crew Club Mulch Sale)

Hi ____.

Does this warmer weather have you thinking about spring already? It's time to order your bags of 3 cubic feet of High-Quality Double-Shredded Hardwood Mulch, to be delivered the weekend of **March 4th and 5th**. The more you order the more you save – prices as low as \$6.00 a bag. And your order will support the efforts of McLean Crew Club - as we receive no funding from McLean HS or Fairfax County.

<< If applicable: Thank you for your purchase of ___ bags of mulch from the McLean Crew Club last year. Your support was essential to the functioning of our club. It was a great rowing season. <Add personal note about rower's experience> >>

There are two ways to order:

- Easiest Way! Fill out the online order form and pay with check, credit card or PayPal – no credit card fees! Please go to www.mcleancrew.org to place your order.
- Print attached PDF file, complete, and write a check. Let me know and I will come pick it up ~ or you can mail to the address provided in the instructions (attach the order form). Please add my name to the “Rower Name” section of the form in the upper right hand corner if you choose to mail in your form.

You also can pick up your order at McLean and save 5% ~ and it will save us time during the busy delivery weekend. A limited number of bags also will be available for same day sales at the McLean High School mulch lot.

Thank you - I, and the other McLean rowers greatly appreciate your support. Let me know if you have any questions. Thanks again!

<<Rower's Name> >