REI Fund
Annual Report – Email #3

As of October 16, 2023

Subject line options:

- The Power of Us: A Year in Review
- Celebrating a Year of Collective Impact
- Your Support, Our Shared Success

Preheader options:

- Your support is making the outdoors more inclusive for everyone. Discover what we've achieved together this year.
- Celebrating our collective impact and looking ahead to another year of community-led action.

One Step Closer to A More Equitable Outdoors

Dear [Salutation],

As another year winds down, we're filled with profound gratitude for what we've achieved together. The power of cooperative action has fueled our mission to create an outdoors where everyone feels at home. This year, your support has allowed us to lend a helping hand to organizations that are making meaningful strides in connecting people, creating spaces, and centering health outside.

It's awe-inspiring to witness what collective effort can achieve. In the past fiscal year, we raised more than $9.6 million, which has made it possible for us to continue amplifying the voices of our grantee partners. They work tirelessly to bring nature's benefits closer to marginalized communities and it brings us immense joy to see them in action.

<Button: Read Our Annual Report>

We invite you to dive deeper into our shared accomplishments. Our Annual Report is chock-full of stories and milestones that showcase how much stronger we are together. Let's continue to weave this narrative and transform our shared love for the outdoors into community-driven action.

Warmly,

Marc Berejka
President and Ex Officio Board Member (nonvoting)
DVP, Community Advocacy & Impact, REI Co-op

KristenRagain
Managing Director and Board Member

Year-End CTA – Email #4

As of October 16, 2023

Subject line options:

- Your Last Opportunity to Amplify Change in 2023
- This Is Your Last Chance to Make an Impact This Year
- Elevate Our Impact Before Year's End

Preheader options:

- Final call to maximize your impact and uplift our communities.
- Don’t miss out on supporting collective action one more time this year.

Elevate Our Shared Mission as the Clock Winds Down

2023 is coming to a close, and we can’t wait to see what the next year brings for our partners. Our hope is that we continue to make strides toward a more equitable outdoors, and your support amplifies our impact in ways that reverberate throughout communities.

There's still time to make this the most transformative year yet.

[Countdown Clock with CTA: "Seize the Moment: Donate Now"]

Your support drives the kind of meaningful change exemplified by Adaptive Adventures, one of our cherished grantee partners under the "Connecting People Outside" initiative. Check out the video below to learn more about their story.

<Insert: Video>

With gratitude for the path we've walked and optimism for the road ahead, we extend our deepest thanks. Together, we are a rising tide–a movement that will continue until we can ALL be outside.

<Button: Give Today>

Warmly,

Marc Berejka
President and Ex Officio Board Member (nonvoting)
DVP, Community Advocacy & Impact, REI Co-op

KristenRagain

Managing Director and Board Member