REI Fund
Giving Tuesday – Email #1

As of October 18, 2023

Subject line options:

- Take Giving Tuesday to the Next Level
- Our 2023 Donor Challenge Is Here. Will You Join Us?
- Our Donor Challenge Is Back

Preheader options:

- We're on a mission this Giving Tuesday: raise $200,000 by 12/31. You in?
- Can we raise $200,000 by the end of the year? With your support, we can.

Are you up for the challenge?

Dear [Salutation],

Embrace the spirit of unity and the beauty of nature. Let's join hands to make the outdoors accessible and inclusive for everyone.

With the year drawing to a close, we invite you to come together in our mission to bring equitable outdoor experiences to communities that have often felt marginalized. We're aiming to raise $200,000 by December 31st. And here's some good news: a couple of our REI community members have already kicked off this year's Donor Challenge with generous donations. They want to inspire another round of generosity, and there's no better time than Giving Tuesday to double your contribution.

<Button: Double Your Gift>

When you offer your support, you're not just making a donation. You're championing organizations such as Center for Native American Youth at the Aspen Institute and Justice Outside. These organizations have been pivotal in bridging the gap between communities and nature. Your contributions give these partners the resources they need to foster an outdoor culture that celebrates diversity, inclusivity, and accessibility.

Your support means that we can keep growing our network, expanding beyond the 57 nonprofits that have already received our grants in the last year. Will you help us take that number to new heights?

<Button: Give Today>
**100% of donations from the general public go to support our grantees*

Meet Our Grantees

Find out how your contributions elevate our three impact areas.

Greening Youth Foundation
Connecting People Outside

They're on a mission to engage and nurture underrepresented youth and young adults while connecting them to the outdoors and careers in conservation.

Nuestra Tierra Conservation Project
Creating Space Outside

Founded in 2017 by Latinx and Hispanic conservation advocates, they're addressing the overlooked need to empower historically excluded communities with access to the outdoors and leadership in public land management.

Campus Nature Rx
Centering Health Outside

A coalition of over 50 colleges and universities, they're dedicated to supporting campus mental and physical health through inclusive and equitable nature engagement programming, trainings, communications, and research.

Founding Corporate Partners

Gratitude to the businesses that kindly contributed to the REI Cooperative Action Fund, bolstering our grantee partners in their pursuit of justice, equity, and inclusion in the outdoors.

Warmly,

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

KristenRagain
Managing Director and Board Member

Donor Challenge Reminder – Email #2

As of October 18, 2023

Subject line options:

- There's still time to join our Donor Challenge.
- Our Donor Challenge Is Still Underway
- Have You Joined Our Donor Challenge Yet?

Preheader options:

- 'Tis the season of giving, and our Donor Challenge is here to help you celebrate.
- Will you help us get to $200k? Join our Donor Challenge today.

Bold headline

Embrace the spirit of giving and join our Donor Challenge. We invite our cherished community to contribute to the REI Cooperative Action Fund, with a goal to raise over $200K by December 31st. A few generous donors have kicked us off, and now we need your help to cross the finish line.

Every donation, no matter the size, makes a difference.

Reflecting on a year of community partnerships, we take immense pride in aiding over 57 organizations that are leading the way to a more equitable, accessible, and inclusive outdoor experience. Our commitment to listen, learn from, and support these vital entities remains unwavering. Our gratitude extends to our community advisors and the donor community, unified in their values towards this crucial mission. Through our combined efforts, we're forging transformative change.

By contributing, you enhance our mission, joining a thriving network of supporters who understand that time outdoors and our bond with nature are foundational to the well-being of all people.

Your generous donation uplifts and supports the valuable work of organizations like the Nature and Human Health Alliance, Continental Divide Trail Coalition, and Black Outside.

Express your passion for a more equitable outdoors by joining our Donor Challenge and taking your generosity to new heights.

<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