**BOD Member Outreach Letter**

Subject: Good news, your help needed

Hello, <Fname>,

I have some good news, and an opportunity, that I thought may interest you.

This year, as a member of the Board of Directors at the Arkansas Birthing Project, I’ve helped to create better birth outcomes for <NUMBER> of new mothers in Little Rock – matching each with a mentor from pregnancy to their newborn’s first birthday, helping them to love, support and see their little one thrive.

We need to do more, though.

Knowing the role that you play in our community and your interest in caring for others, I wanted to notify you of an opportunity to be a part of our expanding vision.

Next year, the Project will expand training to reach <XX MORE> new mothers, increasing the number matched with mentors and providing better access for African-American mothers who experience a XX% higher infant mortality rate.

To kickoff our Project, we’re hosting our Angel Baby Event to take place on December 29th . Come by, learn how you can help to spread awareness, and make a true difference this holiday season.

I hope you can make it, and you can RSVP here:

**<<REGISTER TO ATTEND>>**

**Thanks so much.**

**<Board Member Name>**

Subject: Imagine all the lives we can save, <Fname> EMAIL ONE

**HEADER IMAGE**

Header lead: This is important, especially for you and the women in your life.

**We have some good news to share.**

In the last year, more than <Number> women in the Little Rock community learned that they were expecting a new child. Armed with love and a desire to see their newborn thrive, each came seeking the support of the Arkansas Birthing Project – and found the help they needed.

**We need to do better, though.**

The expanded vision for the Arkansas Birthing Project includes training and enrolling new mothers as mentors, an expanded curriculum, and increased support for African-American mothers who experience a XX% higher infant mortality rate.

**We will expand access and support.**

Our new model creates expanded access for the women in need, pairing them with a mother and mentor from pregnancy to first birthday, and creates an extensive support network across our community that as of today, they cannot access.

**We need you, but <Number> women need you more.**

That’s why, this month, we’re launching our Angel Baby campaign for you to attend to join us in spreading awareness or making a gift to expand our work.

**<<GIVE NOW>>**

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Subject: You awake, <Fname> ? EMAIL TWO (Send at 7:37 a.m.)

**HEADER IMAGE**

**Before you get your day started, you can make it great day for someone else.**

**We are already fighting this morning.**

Before sunrise, we’ve already been fighting for the new mothers in our communities. We have the plan, curriculum, and mentors to help reduce infant mortality, but we’re focused on expanding access to reach all women in Little Rock, not just many.

**We need you, but <Number> women need you more.**

Already, generous donors like you have supported the Arkansas Birthing Project, and are calling on like-minded community members to make a gift to help mentor and serve new mothers in the New Year.

You too, can be a part of change, today.

<<MAKE YOUR GIFT>>

**A special thanks to our new donors who joined this fight and had their gift doubled:**

<List, Column one> <List, Column two> <List, Column three>

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Subject: Lunch plans, <Fname>? EMAIL THREE (Send at 12:11 p.m.)

**HEADER IMAGE**

**Make your lunch have more meaning, if you have the appetite to help.**

**Like you, we’re too busy to always eat lunch.**

With more than <Number> new mothers in Little Rock, our mentors and Birthing Project leaders will eat later, so that they can help the mothers, infants, and families in our community that need our help the most.

It’s an easy sacrifice when we know that there is a community of people like you supporting the women we are committed to help.

**We need you, but <Number> women need you more.**

Already, generous donors like you have supported the Arkansas Birthing Project, and are calling on like-minded community members to make a gift to help mentor and serve new mothers this year.

You too, can be a part of change, today.

<<MAKE YOUR GIFT>>

**A special thanks to our new donors who joined this fight and had their gift doubled:**

<List, Column one> <List, Column two> <List, Column three>

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