Subject line: [RESCUE NAME] Competes in 2016 ASPCA Help a Horse Day Contest for $25,000 Grant to Assist their Work to Protect Horses

Hi [CONTACT FIRST NAME],

Please join [RESCUE NAME] at a major celebration on [EVENT DATE] as we celebrate ASPCA Help a Horse Day, competing for a chance to win up to $25,000 in grant prizes to assist our efforts to protect horses. [INCLUDE INFORMATION ABOUT THE EVENT OR CELEBRATION YOU WILL BE HOSTING ON APRIL 22-24]. In honor of the ASPCA’s 150th Anniversary celebration this year, the contest has been expanded to include a total of $100,000 in grant prizes, including a grand prize of $25,000.

[INCLUDE INFORMATION HERE ABOUT:

* WHAT YOUR EVENT WILL LOOK LIKE
* WHAT THEY’LL HAVE ACCESS TO OR BE ABLE TO CAPTURE (THINK SIGHTS AND SOUNDS)

Thanks,

[Your Name]

[Your Title], [Organization]

[Your Phone Number]

[Your E-mail Address]