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## YEAR-END/HOLIDAY GIVING CAMPAIGN EMAIL SAMPLES

*The following emails were written by Jen Viano for Team Joseph's 2012 year-end/holiday giving campaign including a post-campaign thank you sent in early January. Please note that the majority of copy was created by me; however, some copy, timing and email frequency reflects edits + other preferences of Team Joseph.*

Date: November 29, 2012

From: Marissa Penrod, Team Joseph

Subject: You can help children with Duchenne at the holidays!

**Dear Mary,**

Children living with the debilitating effects of Duchenne muscular dystrophy are in a race against the clock.

**They're losing muscle function and mobility.**

**Some are losing the ability to walk.**

**Many are enduring a daily routine of doctor appointments, surgeries and hospital visits.**

But, Team Joseph is on a mission to change that.

Team Joseph is dedicated to defeating Duchenne by funding cutting-edge research that holds the hope of a treatment or cure. As a close supporter, you'll be happy to know that there's more promise than ever before that a breakthrough is right around the corner.

And you can help keep the momentum moving forward!

We've launched our new Holiday Giving Campaign because children suffering with Duchenne are counting on us to do more to find that miracle of a cure or treatment that I know is out there.

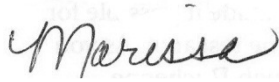
Your gift today will help us reach our goal of raising at least \$25,000.

**[Learn more about our Holiday Giving Campaign here and make your donation.](#)**

Your help is needed urgently and it would mean so much to me personally. Giving now will help us fund more research, step up our advocacy efforts and give more hope to children and families affected by Duchenne.

From the bottom of my heart, thank you for considering a gift to Team Joseph at the holidays. We appreciate you so much. We could not do our work without you.  
**Together, we will defeat Duchenne.**

Sincerely,



Marissa Penrod  
President/CEO, Team Joseph

P.S. Our Holiday Giving Campaign ends on December 31, 2012. But making your gift today will help us reach (or hopefully exceed!) our goal faster. **Please click here to donate now and help make our campaign a big success.** Thank you again!

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Date: December 30, 2012

From: Marissa Penrod, Team Joseph

Subject: Thank you for a great year and last days to donate!

**Dear Mary,**

As I reflect back on this year and all of the progress we've made in our work to defeat Duchenne, I really can't thank you enough for being part of our team.

With your goodwill and support, Team Joseph is now closer than ever to finding a treatment or cure for Duchenne muscular dystrophy.

Because of you and your commitment to our work, I've got more hope that my son Joseph – and all children battling Duchenne – will soon get the gift of better health, a longer life and more joy throughout their childhood.

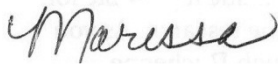
Soon we'll be celebrating a new year with new, exciting possibilities. As I look ahead to all that we're planning for 2013, I'm reminded of how much there is to do and how it truly takes a village – every single one of us banding together to drive our mission forward.

Before 2012 is gone and to help us make 2013 a breakthrough year, **I hope you'll join the many others who've made a gift at the holidays in support of Team Joseph.**

If you've already made a gift this year, thank you so much! Your support is appreciated more than words can say.

If you haven't donated yet this year – or if you're inspired to make an additional gift – **I hope you'll give today online** or by sending your check to Team Joseph at 3050 Union Lake Road, Suite 8F, Commerce Township, MI 48382.

With heartfelt appreciation and best wishes for a very happy and healthy new year,



Marissa Penrod  
President/CEO, Team Joseph

**PS: From Joseph – Thank you for being part of the team and helping us defeat Duchenne. Happy new year to you and your family!**

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Date: December 31, 2012

From: Marissa Penrod, Team Joseph

Subject: Last day this year for a gift – can I count you in?

**Dear Mary,**

Today is the last day in 2012 to make your tax-deductible gift to Team Joseph where we're doing everything we can to defeat Duchenne.

And your donation is so important!

With it, we'll move closer to reaching our goal to raise \$25,000 through our Holiday Giving Campaign. That means more dollars we can use next year for research, outreach, awareness, advocacy and so much more.

So, can I count you in?

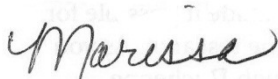
Let's keep working to defeat Duchenne together. **Please take just a few minutes to make your year-end gift now.**

If you've already given, please know how deeply I appreciate your support.

On behalf of my son Joseph and all children living with the debilitating effects of Duchenne, thank you.

And, with 2013 just a few hours away, I'm sending you all my best for a very happy new year!

Warmest Regards,



Marissa Penrod  
President/CEO, Team Joseph



Date: January 2, 2013

From: Marissa Penrod, Team Joseph

Subject: Happy 2013 and thank you!

**Dear Mary,**

Happy New Year!

With 2012 and our Holiday Giving Campaign behind us, I'm so excited to let you know that it was a big success.

And I want to **THANK YOU** for making it so.

With tremendous support from many people who gave generously at the holidays, Team Joseph raised thousands more that we can now use to move us closer to finding a treatment or cure for Duchenne.

You – whether with a gift to our Holiday Giving Campaign or through some other expression of your support last year – have made 2012 a banner year for us.

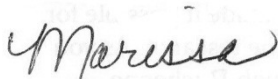
Thank you!

As I write this, there are stacks of research proposals sitting on my desk. These projects, assembled by brilliant researchers who've devoted their lives to defeating Duchenne, may deliver the breakthrough we're praying for. And because of you, Team Joseph will be helping to fund these projects. **For this, I simply can't thank you enough.**

Better health, more happiness and longer lives for children affected by Duchenne is our daily hope. Thank you for having such a big heart for these precious children who are counting on us to find a treatment or cure.

I'll be in touch throughout the year with more news on our progress. Along the way, please be in touch, too. You can reach me at [marissap23@comcast.net](mailto:marissap23@comcast.net) or 248.330.0430. I'd love to hear from you. You can also keep updated at [www.teamjoseph.info](http://www.teamjoseph.info).

With deep gratitude and best wishes for a happy and healthy 2013,



Marissa Penrod  
President/CEO, Team Joseph

PS: We're excited to announce that our Sixth Annual Jammin' For Joseph concert will be held on March 6, 2013 at The Fillmore! Be sure to save the date and join us. It's going to be a lot of fun and I'd love you to be there. More details and registration info will be coming soon.

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