



Creating an E-blast for ROC the Day

Thank you for participating in ROC the Day. We've created a ready-to-use email blast for you to inspire and motivate your own ROCstars. Please also feel free to use the "Thank You email copy" below to send to the people who choose to give to your not-for-profit during ROC the Day.

You can use any of the provided Promotional Materials that are in the ROC the Day Tool kit including the logo and banner found here www.ROCtheDay.org/Tool-Kit.

Awareness/promotional email copy

Subject line options

- ROC the Day on [DATE]
- We need you to ROC the Day on [DATE]
- ROC with us on [DATE]

Join us and make a difference.

On [DATE], the Greater Rochester community will come together to **ROC the Day** and we need YOU to join us.

It's 24 hours of unprecedented community giving. And it's your chance to make a real difference right here in the Greater Rochester region.

[Add in information about your organization here.]

Join us in supporting our community and **ROC the Day on [DATE]**.

Find out more and get ready to ROC at [insert your organization's ROCtheDay.org/ORG web address here].

Thank You email copy

Subject line options

- Thank you for being a ROCstar!
- Thank you for ROCing the Day!
- We couldn't have ROC'd the Day without you

You really ROC! Thank you for supporting our community.

By giving during **ROC the Day**, you've allowed us to continue our vital work in the Greater Rochester region and matter in the lives of so many people.

Thank you for helping to prove how one day can make a tremendous difference.

