**Testing?: No**

**Objectives:**

* Thank members who came to the Frogmore house party
* Cultivate some of our most involved members and supporters
* Give people who came another chance to give

**Send date:** 4/8

**Segments:**

* People who came to the party and gave
* People who came to the party and did not give
* People who RSVPed to the party and did not come

**Exclusions:**

* Do Not emails ever
* Do not include in fundraisers
* Current welcome series recipients

**Subject lines:**

* It was great to see you at the Frogmore & We missed you at the Frogmore
* Thanks for coming to the Frogmore & We missed you at the Frogmore

**Preview text:** Thank you for making our night of bold action for climate justice so powerful. It was great connecting with you!

**From:** Marilyn Willmoth, Corporate Accountability

**Photo:** Would it be weird to use a shot from the event? Otherwise no photo

**Headline:** Thank you for making our night of action a success!

**Button:** None

**Email Body:**

[[First\_Name]],

It was so great to see you at our Bold Action for Climate Justice fundraiser last last week. I wanted to drop you a quick note to thank you so much for supporting Corporate Accountability with your donation and your dedication to create real change in the world.

As you heard at the party, it’s past time we implemented the real, just solutions to the climate crisis that are at our fingertips. Yet for decades, the fossil fuel industry has stoked denial and deception, paralyzing climate action. Now, as a member of Corporate Accountability, you’re helping rein in the abuse of Big Polluters and building power toward climate justice.

Thank you again for being part of this powerful and growing movement. Be on the lookout for updates from our campaigns and more ways to get involved in the coming days and weeks. And if you have any questions, don’t hesitate to drop me a line.

Onward,

Marilyn Willmoth

Membership Organizing Director

Corporate Accountability

**Versioning:**

For nondonors:

P1: It was so great to see you at our Bold Action for Climate Justice fundraiser last week. I wanted to drop you a quick note to thank you so much for showing up to create real change in the world. And to ask if you’ll take the next step by making a monthly gift.

P2: As you heard at the party, it’s past time we implemented the real, just solutions to the climate crisis that are at our fingertips. Yet for decades, the fossil fuel industry has stoked denial and deception, paralyzing climate action. That’s why Corporate Accountability is running a global, grassroots campaign to kick Big Polluters out of climate policymaking and hold them accountable for their decades of deception1.

You can help rein in the abuse of Big Polluters and build power toward climate justice by giving a monthly gift to Corporate Accountability. Monthly donors are the backbone of our organization, giving us the financial support and stability we need to take on corporations, from Big Polluters to water privatizers, Big Tobacco, and more.

P3: Thank you again for being part of this powerful and growing movement. I hope you’ll consider making a monthly gift. And if you have any questions, don’t hesitate to drop me a line.

1. <https://www.corporateaccountability.org/media/transformative-climate-action-if-polluters-stay-away/>

For no-shows:

Preview text: Thank you for RSVPing for our night of bold action for climate justice at the Frogmore. I wanted to fill you in on what you missed.

Headline: We missed you at the Fromore

P1: I’m sorry we missed you at our Bold Action for Climate Justice fundraiser last week. I wanted to drop you a quick note to fill you in a bit on what you missed.

P2: During our powerful night of action, our staff spoke about how it’s past time we implemented the real, just solutions to the climate crisis that are at our fingertips. Yet for decades, the fossil fuel industry has stoked denial and deception, paralyzing climate action. That’s why Corporate Accountability is running a global, grassroots campaign to kick Big Polluters out of climate policymaking and hold them accountable for their decades of deception1.

You can help rein in the abuse of Big Polluters and build power toward climate justice by giving a monthly gift to Corporate Accountability. Monthly donors are the backbone of our organization, giving us the financial support and stability we need to take on powerful industries.

P3: Thank you again for being part of this powerful and growing movement. I hope you’ll consider making a monthly gift. And if you have any questions, don’t hesitate to drop me a line.

1. <https://www.corporateaccountability.org/media/transformative-climate-action-if-polluters-stay-away/>