## Sample Kick Off Email

## Write a custom email to promote the start of the campaign.

**To:**

**Subject:** Computers Need Sleep Too Campaign Kicking Off

Dear colleagues,

On (insert date) we’ll be launching an office-wide campaign to encourage energy conservation by asking everyone to turn off their computers and monitors before they leave for the end of the day.

**When:** The campaign will run from (insert dates)

**Why:** Turning off our computers and monitors eliminates electricity waste. Small actions add up when we all do our part.

**What’s in it for you:** You’ll feel good doing it! And, if we see your computer and monitor off at the end of the day you’ll be entered to win a $50 gift card.

If you have any questions reach out to the campaign team (insert names).

Thanks for your support,

Campaign Team