## Sample Campaign Announcement

## Write a custom campaign announcement to send out to your audience.

**To:**

**Subject:** Sweater Week kicking off

Sweater weather is here. We’re kicking off a Turn Down the Heat campaign to encourage employees to don a sweater and save energy. On (insert date) we’ll be turn down the heat by 2 degrees, while bundling up and keeping warm in a favorite sweater.

Energy conservation is important to us at our organization and we want to invite you to participate in some fun activities to get the conversation going about electricity and natural gas initiatives. **There is a $50 gift certificate up for grabs just for participating in our upcoming Sweater Week events!**

**Upcoming Events**

* **Photo Contest** - Show off your best sweaters. Take a selfie or a group photo and submit it (include email address or intranet location). Prizes will be awarded for best sweater.
* **Temperature Setback** – On (insert date) we’ll set back the thermostat by two degrees. So throw on a sweater and celebrate in style.
* **Giving back –** we’ll be collecting sweaters and warm clothing throughout the week to donate to donate to local charities.

If you have any questions, or suggestions about Sweater Week activities, please contact our Campaign Team at xxxx@company.ca.

Thanks,

xxxxx