

Sample Email Marketing Campaigns: 2012 Mustang Dream Giveaway / Preview Email #2

Subject: [Name] - 2012 MUSTANG HOLIDAY OFFER - INTRODUCTORY BONUS EXTENDED!

Body Copy:

Dear [Name],

To celebrate the holiday season, we decided to extend the special introductory bonus ticket offer to all of our previous Dream Giveaways supporters for another 22 days. So, now through December 27, 2011, you can still make your tax-deductible donation to help our wounded veterans and receive 50% BONUS TICKETS to WIN BOTH MUSTANGS.

This year's classic 1967 GT500 is a museum quality icon that has been on display in the coveted Lingenfelter Collection for the past 4 years. It's finished in striking Raven Black with red LeMans striping, featuring a 428 ci engine with dual 4-barrels and a factory roll bar, and sports Carroll Shelby's personal autograph. It's a true head-turner!

The matching 2012 GT500 is also finished in Raven Black with red LeMans striping and matching side scoops. But looks aren't everything with this car! Under the hood this awesome machine sports a supercharger upgrade provided by Ford Racing that generates an astounding, ground-pounding 750 horsepower, making it a real bona-fide supercar! A ride in this beast will definitely get your adrenaline flowing!

As if the prospect of winning these two cars is not enough to get your heart pumping, we sweetened the deal. With your donation of \$20 or more you'll receive an additional 50% TICKET BONUS to help increase your chances of winning. Just use Promo Code EM1211M!

Enter by calling toll free: 877-700-U-WIN (877-700-8946) or go to www.winthemustangs.com. Your tax-deductible donation to WorldCause foundation helps provide funding that will support our wounded veterans, Henry Ford Health System's men's health initiatives, and other fine causes.

Join us in the spirit of holiday giving and enter to win today! You can't win if you don't enter...and you KNOW you want to win these two amazing Shelbys (not to mention the possibility of a nice tax deduction...).

Good luck, and thanks for your support,

Mark Breiner

Actual Email:

from: Dream Giveaways Emails noreply@dreamgiveaways.com
to: josh@joshuamonen.com
date: Tue, Dec 6, 2011 at 11:40 AM
**subject: Joshua - 2012 MUSTANG HOLIDAY OFFER -
INTRODUCTORY BONUS EXTENDED!**

To view this email as a web page, go [here](#).

50% BONUS TICKETS - USE CODE EM1211M

2012
Mustang **Dream Giveaway**

**SUPPORT OUR WOUNDED VETERANS
AND OTHER FINE CAUSES**

1967 SHELBY GT500
PROVIDED THROUGH A
PROMOTIONAL PARTNERSHIP
WITH THE
LINGENFELTER
COLLECTION

2012 SHELBY GT500
ONE-OF-A-KIND 750HP
SUPERCAR

WIN BOTH MUSTANGS!
PLUS \$50,000 FOR TAXES*

ENTER TODAY AT
WINTHEMUSTANGS.COM
OR CALL 877-700-8946

Dear Joshua,

To celebrate the holiday season, we decided to extend the special introductory bonus ticket offer to all of our previous Dream Giveaways supporters for another 22 days. So, **now through December 27, 2011**, you can still make your tax-deductible donation to help our wounded veterans and receive **50% BONUS TICKETS** to **WIN BOTH MUSTANGS**.

This year's classic 1967 GT500 is a museum quality icon that has been on display in the coveted **Lingenfelter Collection** for the past 4 years. It's finished in striking Raven Black with red LeMans striping, featuring a 428 ci engine with dual 4-barrels and a factory roll bar, and sports **Carroll Shelby's personal autograph**. It's a true head-turner!

The matching 2012 GT500 is also finished in Raven Black with red LeMans striping and matching side scoops. But looks aren't everything with this car! Under the hood this awesome machine sports a supercharger upgrade provided by **Ford Racing** that generates an astounding, ground-pounding **750 horsepower**, making it a real **bona-fide supercar!** A ride in this beast will definitely get your adrenaline flowing!

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Enter by calling toll free: **877-700-U-WIN (877-700-8946)** or go to www.winthemustangs.com. Your **tax-deductible** donation to WorldCause foundation helps provide funding that will support our wounded veterans, Henry Ford Health System's men's health initiatives, and other fine causes.

Join us in the spirit of holiday giving and enter to win today! You can't win if you don't enter...and you **KNOW** you want to win these two amazing Shelys (not to mention the possibility of a nice tax deduction...).

Good luck, and thanks for your support,

Mark Breiner
Chief Gearhead

Mark is an NHRA-licensed drag racer, restorer and enthusiast and has competed nationwide. He's the winner of multiple classes, and his cars have appeared in the pages of many magazines and been featured on the TV shows "American Muscle Car" and "NHRA Today."

**\$50,000 for TAXES applies to cash paid on behalf of winner for IRS withholding requirement equal to 25% of the grand-prize value; depending on winner's situation, additional taxes may be owed.*



SUPPORT OUR
WOUNDED VETERANS

**WIN
BOTH
MUSTANGS!**

USE PROMO CODE
EM1211M
FOR 50%
BONUS TICKETS

CLICK TO ENTER

➔ FORWARD TO
A FRIEND



YOUR TAX DEDUCTIBLE DONATION WILL HELP OUR WOUNDED VETERANS AND OTHER FINE CAUSES.

YOUR DONATION WILL SUPPORT THESE IMPORTANT CAUSES

By entering the 2012 Win the Mustangs Dream Giveaway your tax-deductible donation will fund grants that benefit veterans, health & conservation causes like these:



PARALYZED VETERANS OUTDOOR FUND

The Paralyzed Veterans Outdoor Fund provides our seriously injured heroes opportunities to enrich their lives through adaptive sports including hunting, fishing, and other outdoor recreational activities. The Paralyzed Veterans Outdoor Fund is just one of the charitable causes that benefits from your participation in the 2012 Mustang Dream Giveaway through grants from World-Cause foundation. [Learn more >](#)



HENRY FORD HEALTH SYSTEM: MEN'S HEALTH INITIATIVES

As a world renowned non-profit, health care organization, Henry Ford Health System has a strong commitment to the advancement of men's health issues. Its Vattikuti Urology Institute, a worldwide leader in developing advanced treatments for prostate cancer and other urologic disease, is a vital cornerstone of that ongoing commitment. [Learn more >](#)

TICKETS ARE \$3 OR LESS
CLICK TO ENTER



WorldCause Foundation, a 501 (c)(3) nonprofit organization, is the sponsor of this giveaway. [LEARN MORE](#)

Follow us on:   

This email was sent to: josh@joshuamonen.com

This email was sent by: UCI/Dream Giveaways
19321-C US Highway 19 N, Suite 605 Clearwater, FL 33764

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