

Sample Email Marketing Campaigns: 2012 Mustang Dream Giveaway / Promo Email #4

Subject: Joshua, Help Our Wounded Veterans & Enter to Win 2 Shelby GT500s!

Body Copy:

"Despite being confined to a wheelchair, Staff

Sgt. Matt Keil is able to hunt once again."

Just 6 weeks after his wedding, 25-year-old Staff Sgt. Matt Keil found himself on a rooftop in Ramadi, Iraq. Keil was leading a nine-man squad when a sniper's bullet hit his neck, severing his spine, clipping an artery and lung before exiting his back. His men quickly rushed to help, stopped the bleeding and then strapped him on a stretcher to evacuate him. He survived but the injury left him a quadriplegic.

Keil told Comcast Newsmakers, "After 6 ½ years of service I thought my life was over and that I couldn't do the things I wanted to do."

Thankfully, there are organizations like WorldCause Foundation, the sole sponsor of this giveaway. WorldCause recognizes the value of outdoor activities to the well-being of all, especially our returning wounded veterans. So, to further this mission, your tax-deductible donation to the 2012 Mustang Dream Giveaway will help WorldCause Foundation fund grants to the Paralyzed Veterans Outdoor Fund and other worthy causes.

But there's more...not only will your donation help wounded vets like Matt Keil...but if you make a tax-deductible donation today you'll also have a chance to win 2 matching Shelby GT500s (plus \$50,000 for taxes*)! And if you act now we'll sweeten the deal by giving you 5 BONUS TICKETS with any \$20 donation or more. [CLICK HERE](#) and use promo code: EM0312M2 .

So what are you waiting for? It's time to help those who fought to protect our freedom (and enter to win a 1967 and 2012 Shelby GT500!). Don't delay, this special offer of 5 BONUS TICKETS expires on April 16, 2012!**

On behalf of the Dream Giveaway team,

Mark Breiner

Actual Email:

from: Dream Giveaways Emails noreply@dreamgiveaways.com

to: josh@joshuamonen.com

date: Thu, Mar 29, 2012 at 12:01 PM

subject: Joshua, Help Our Wounded Veterans & Enter to Win 2 Shelby GT500s!

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

5 BONUS TICKETS - USE CODE EM0312M

2012
Mustang **Dream Giveaway**

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

1967 SHELBY GT500
PROVIDED THROUGH A
PROMOTIONAL PARTNERSHIP
WITH THE
LUDWIGFELTER
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

"Despite being confined to a wheelchair, Staff Sgt. Matt Keil is able to hunt once again."

Just 6 weeks after his wedding, 25-year-old Staff Sgt. Matt Keil found himself on a rooftop in Ramadi, Iraq. Keil was leading a nine-man squad when a sniper's bullet hit his neck, severing his spine, clipping an artery and lung before exiting his back. His men quickly rushed to help, stopped the bleeding and then strapped him on a stretcher to evacuate him. He survived but the injury left him a quadriplegic.

Keil told Comcast Newsmakers, "After 6 ½ years of service I thought my life was over and that I couldn't do the things I wanted to do."

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But there's more...not only will your donation help wounded vets like Matt Keil...but if you make a tax-deductible donation today you'll also have a **chance to win 2 matching Shelby GT500s (plus \$50,000 for taxes*)!** And if you act now we'll sweeten the deal by giving you **5 BONUS TICKETS with any \$20 donation or more.** [CLICK HERE](#) and use promo code: **EM0312M2**.

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On behalf of the Dream Giveaway team,

Mark Breiner
Chief Gearhead

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

**\$50,000 for TAXES applies to money paid on behalf of winner for IRS withholding requirement.*

***This offer ends on April 16, 2012 at 11:59 p.m. EST.*

[CLICK HERE](#) to review the rules for this giveaway.

LAST YEAR'S WINNER



THIS YEAR IT COULD BE YOU!

2012
Mustang Dream Giveaway

**DON'T WAIT,
ENTER TODAY!**

**GET 5
BONUS TICKETS
USE PROMO CODE
EM0312M**



CLICK TO ENTER

*Special offer ends April, 16, 2012***

**1 WINNER
GETS BOTH
MUSTANGS!**

5 BONUS TICKETS - USE PROMO CODE EM0312M

YOUR TAX-DEDUCTIBLE DONATION BENEFITS OUR WOUNDED VETERANS AND OTHER FINE CAUSES.



WorldCause Foundation (WCF), the sponsor of this giveaway, is a 501(c)3 charitable organization dedicated to improving the quality of life for all inhabitants of this planet. WCF fulfills this mission by providing aid and support for humanitarian, environmental and wildlife causes. WCF provides grants to selected non-profit organizations that have a proven track record in accomplishments that further its mission.



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 WorldCause 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 diseases, is a vital cornerstone of that ongoing commitment. [Learn more...](#)

[FORWARD TO A FRIEND](#)

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This email was sent to: josh@joshuamonen.com

This email was sent by: Dream Giveaway, Inc.
19321 US Highway 19 N, Suite 605 Clearwater, FL 33764



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