

Sample Email Marketing Campaigns: 2012 Mustang Dream Giveaway / Promo Email #5

Subject: Joshua, Drive Away With 2 Authentic, Collectible Shelby Mustangs!

Body Copy:

Dear [Name],

Close your eyes and imagine walking out to your garage. You open the door and see a museum quality Raven Black '67 Shelby GT500 sitting there. Keep your eyes closed and imagine a matching, one-of-a-kind 2012 Shelby GT500 with 750 hp parked next to it.

Now that's a Dream Garage, wouldn't you say?

Well those two cars aren't just a figment of your imagination... in fact you have a chance to win BOTH Shelybs when you donate at least \$3 to the 2012 Mustang Dream Giveaway sponsored by WorldCause Foundation.

Now just so we're clear, this is not a "one or the other" deal. ONE lucky person will drive away with BOTH Mustangs...a classic 1967 GT500...formerly on display in the Lingenfelter Collection Museum and a matching 2012 GT500 with an astounding 750 hp... a bona-fide supercar! Close your eyes one more time... now imagine standing behind the podium and being handed two sets of keys, with Shelby logos on them, PLUS getting \$50,000 to help pay the taxes* on your prize winnings!

But remember, this dream can only become reality if you enter this giveaway by making a tax-deductible donation today to the 2012 Mustang Dream Giveaway. And to help you out we'll increase your ticket order by 10% if you [CLICK HERE](#) and use Promo Code: EM0412M. So hurry and use your code before it expires!

WorldCause Foundation, the sole sponsor of this giveaway, recognizes the value of outdoor activities to our returning wounded veterans and the importance of men's health issues. So, to further this mission, your tax-deductible donation will help WorldCause Foundation provide grants to the Paralyzed Veterans Outdoor Recreation Heritage Fund and Henry Ford Health System.

So what are you waiting for? This is your chance to win two awesome Mustangs AND support a few good causes at the same time. You really can't go wrong with this! But remember, you can't win if you don't enter, so ACT NOW before time runs out! This giveaway ends July 4, 2012!

On behalf of the Dream Giveaway team,

Mark Breiner

Actual Email:

from: **Dream Giveaways Emails** noreply@dreamgiveaways.com [via joshuamonen.com](mailto:joshuamonen.com)

to: josh@joshuamonen.com

date: Tue, Apr 17, 2012 at 9:06 AM

subject: Joshua, Drive Away With 2 Authentic, Collectible Shelby Mustangs!

2012
Mustang Dream GiveawaySM
WIN BOTH MUSTANGS
PLUS \$50,000 FOR TAXES*
★★★★★★★★
SUPPORT OUR WOUNDED VETERANS
AND OTHER FINE CAUSES

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

2012

10% BONUS TICKETS - USE CODE EM
ENTER TODAY AT WINTHEMUSTANGS.COM OR CALL 877-70

The advertisement features two Shelby Mustangs: a classic 1967 Shelby GT500 on the left and a modern 2012 Ford Shelby GT500 on the right. Both cars are black with prominent red racing stripes. The background is a dark blue with white stars, reminiscent of the American flag. The text is bold and red and white, with the Ford Racing logo in the center. The bottom of the ad has a dark blue banner with white and red text.

Dear Joshua,

Close your eyes and imagine walking out to your garage. You open the door and see a museum quality Raven Black **'67 Shelby GT500** sitting there. Keep your eyes closed and imagine a matching, one-of-a-kind **2012 Shelby GT500** with 750 hp parked next to it.

Now that's a Dream Garage, wouldn't you say?

Well those two cars aren't just a figment of your imagination... in fact you have a chance to win **BOTH** Shelbys when you donate at least \$3 to the **2012 Mustang Dream Giveaway** sponsored by **WorldCause Foundation**.

Now just so we're clear, this is not a "one or the other" deal. ONE lucky person will drive away with **BOTH** Mustangs... **a classic 1967 GT500**...formerly on display in the **Lingenfelter Collection Museum** and a **matching 2012 GT500** with an astounding **750 hp... a bona-fide supercar!** Close your eyes one more time... now imagine standing behind the podium and being handed two sets of keys, with Shelby logos on them, **PLUS** getting **\$50,000 to help pay the taxes*** on your prize winnings!

But remember, this dream can only become reality if you enter this giveaway by making a tax-deductible donation today to the **2012 Mustang Dream Giveaway**. And to help you out we'll **increase your ticket order by 10%** if you **CLICK HERE** and use **Promo Code: EM0412M**. So hurry and use your code before it expires!

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So what are you waiting for? This is your chance to win two awesome Mustangs **AND** support a few good causes at the same time. You really can't go wrong with this! But remember, you can't win if you don't enter, so **ACT NOW** before time runs out! **This giveaway ends July 4, 2012!**

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

**10% BONUS
TICKETS**

**USE CODE
EM0412M**

1967 SHELBY GT500

2012 SHELBY GT500

**CLICK
TO ENTER**

LAST YEAR'S WINNER

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.

To review the official rules for this giveaway, please [CLICK HERE](#).

10% BONUS TICKETS - USE CODE EMO

*** CLICK TO ENTER ***

**YOUR TAX-DEDUCTIBLE DONATION TO
WORLD CAUSE FOUNDATION BENEFITS
OUR WOUNDED VETERANS AND OTHER FINE C**



WorldCause Foundation (WCF), the sole 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.

As a result of this project, WorldCause Foundation will provide grants to the following organizations:



PARALYZED VETERANS OUTDOOR FUN

The Paralyzed Veterans Outdoor Fund provides injured heroes opportunities to enrich their sports including hunting, fishing, and other activities. The Paralyzed Veterans Outdoor Fund is a charitable cause that benefits from your Mustang Dream Giveaway through grants from the WorldCause Foundation. [Learn more...](#)



HENRY FORD HEALTH SYSTEM: MEN'S

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

[FORWARD TO A FRIEND](#)

Follow us on:   

This email was sent to: josh@joshuamonen.com

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

ExactTarget.
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