

NRDC C3 NIGHT OF COMEDY EMAILS

Work Sample: Anna Solomon

Fundraising Appeal, written as Sarah Silverman, for NRDC

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Audience Description: Full C3 List

Topic Tags: Night of Comedy, contest, comedy

From: Sarah Silverman for NRDC

Subject lines: // Need a good laugh? // Ready to laugh for a good cause? // Want to see me, Sarah Silverman, live? // Win tickets to see Seth Meyers, John Oliver, and me in NYC! // **Tix to see Seth Meyers, John Oliver, and me in NYC—want in?**

Preheader text (75-100 characters): Ready to laugh for a good cause? Win a free trip to NRDC's Night of Comedy in NYC.

Dear *[insert first name]*,

Say you were in need of a good laugh. Would you go looking for it in a room full of environmentalists?

On a normal night, probably not!

But what if the room included me, Sarah Silverman, along with Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, and John Oliver?

One of us is hilarious, the other six are also very funny...and we're all teaming up on April 30 for NRDC's Night of Comedy in NYC — a totally sidesplitting night to support NRDC's totally serious work to beat back the Trump administration's assaults on our environment, our climate, and our clean energy future.

**Graphic--[Enter to win a free trip to
NRDC's Night of Comedy in NYC—give
\$10 or more today.]**

You know you want to snag free tickets to this world-class lineup. [So make a gift of \\$10 or more to NRDC and you'll be entered to win two tickets, roundtrip airfare.](#)

[hotel accommodations, and access to a special cocktail reception and VIP after-party.](#)

Come on, you know you want it. Don't wait for your chance to see this special night of comedy on behalf of our planet. The deadline to enter is April 17—[enter to win your tickets today with a donation to NRDC of \\$10 or more.](#)

Good luck! And I hope to see you in NYC on April 30!

Sincerely,

[HEADSHOT]

Sarah Silverman, comedian and actress

Donations will be used to stop the Trump administration's assaults on our environment and for other campaigns that allow NRDC to protect the environment in the most effective way possible.

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal residents of the 50 United States and D.C. who are at least 18 years old (or the age of majority in their jurisdiction, whichever is older) at the time of entry. Void where prohibited. "Sweepstakes Period" is from 10:00 am ET on 4/5/19 to 11:59 pm ET on 4/17/19. To enter, complete the steps for one of the entry methods during the Sweepstakes Period: Contribution Method: (a) **Click here** and donate \$10 or more, providing your name, address, email, and other information as instructed; or (b) Free Alternative Method: **Click here** and enter by providing your name, address, email, and other information as instructed. Amount of contribution does not impact odds of winning. Limit one entry per person regardless of method. Winner will be selected by random drawing. One winner will get a trip for two people to the NRDC Night of Comedy event in New York City on 4/30/19 (roundtrip airfare and one night's lodging for two people included) (approx. Retail Value: \$4,500). Odds of winning depend on number of eligible entries. Sweepstakes subject to Official Rules. Sponsor: NRDC, 40 W 20 St., New York, NY 10011.

Complete rules and conditions are **here**.

LIFT NOTE

From: NRDC – Rhea Suh

Subject line: Last chance! Win tix to NRDC's Night of Comedy // Last chance! Win tix to catch Seth Meyers, John Oliver, and Sarah Silverman ... // Last call! Win tix to NRDC's Night of Comedy

Preheader text (75-100 characters): The deadline to enter to win tickets to see Seth Meyers, John Oliver, and Sarah Silverman in NYC is April 17.

Dear *[insert first name]*,

Hello? Is it possible that you're *not* in need of a good laugh right about now?

Or maybe you missed Sarah Silverman's email, about how NRDC's Night of Comedy with her, Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, and John Oliver is just around the corner. Your chance to win tickets is running out!

[Enter to win tickets to this star-studded show on April 30 — along with a free trip to NYC and access to a cocktail reception and VIP after-party — by making a donation to NRDC of \\$10 or more today.](#)

Thank you for standing with us during this critical time—and good luck!

Sincerely,

Rhea Suh

DONATE PAGE TEMPLATE

DONATE VERSION

Donate to Enter to Win: NRDC's Night of Comedy in NYC, Featuring Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman!

MOBILE COPY

NRDC is presenting an uproarious Night of Comedy on April 30 — with Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman. **Make a donation of \$10 or more and you could win a trip for two to NRDC's Night of Comedy on April 30 in NYC! Enter now for your chance to win.**

DESKTOP COPY

NRDC is presenting an uproarious Night of Comedy on April 30 — with Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman.

Enter to win two tickets to the show, plus airfare for two to New York City, a night in a hotel, and access to a cocktail reception and VIP after-party by making a donation to NRDC of \$10 or more.

You can't purchase tickets to this exclusive comedy event. So enter for your chance to win. The deadline to enter is April 17— so don't wait!

Donations will be used to beat back the Trump administration's assaults on our environment and for other campaigns that allow NRDC to protect the environment in the most effective way possible.

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UPSELL LIGHTBOX COPY

THANK YOU!

MAKE YOUR GIFT MONTHLY?

Consider becoming an NRDC Monthly Partner. Instead of a one-time {{donation_value}} gift, give {{sustainer_value}} each month to support NRDC and help us defend our environment on all fronts.

DONATE THANKS SCREEN:

Thank you for entering to win tickets to NRDC's Night of Comedy!

Your donation enters you to win two tickets to NRDC's Night of Comedy on April 30, airfare to New York City, and a night in a hotel. And, it helps keep our fight for the environment going strong.

In a few minutes, you'll receive email confirmation that your donation has been processed (if you don't see an email from us, be sure to check your spam folder).

We'll let you know if you're a winner on or around April 17.

You can do even more—and increase the chances that *someone* you know will win the

trip to our fabulous night of comedy in NYC!—by spreading the word to friends and family using the buttons below.

Complete rules and conditions are [here](#).

THANKS FOR DONATING SUSTAINER EMAIL:

From: NRDC – Rhea Suh

Subject: Thanks for joining NRDC Monthly Partners!

Dear Xxx,

Thank you for entering to win tickets to NRDC's Night of Comedy on April 30 and supporting our ongoing work to beat back the Trump administration's assaults on our environment by becoming an NRDC Monthly Partner. We have processed your first monthly donation, and your transaction information is below.

Monthly Partners like you are the backbone of our grassroots team. Your steady financial backing enables us to plan and execute our hard-hitting, long-term campaigns, knowing we'll have the resources necessary to win. Thanks to your ongoing monthly support, we'll be able to defend our environment and fight -- in and out of court -- for as long as it takes to protect our climate, champion people over polluters and win key battles in every state and around the world.

If you have any questions or concerns, would like to make a change to your monthly contribution, or to update your credit card information, please contact our Monthly Partner Hotline at (212) 727-4556 or monthlypartners@nrdc.org.

From all of us at NRDC, thank you for your generous monthly support at this critical time.

Sincerely,
[RS SIGNATURE]

THANKS FOR DONATING EMAIL:

From: NRDC – Rhea Suh

Subject: Thanks for your gift!

Dear Xxxx,

Thank you for making a donation to support NRDC. You're now entered to win two tickets to NRDC's Night of Comedy on April 30, airfare to New York City, and a night in a hotel. And you've helped us keep fighting to defend our environment on all fronts.

We have processed your donation, and the transaction information is below. We appreciate your generous gift at this critical time.

We'll let you know if you're a winner on or around April 17.

You can do even more—and increase the chances that *someone* you know will win the trip to our fabulous night of comedy in NYC!—by spreading the word to friends and family using the buttons below.

[SOCIAL MEDIA SHARE BUTTONS]

Complete rules and conditions are [here](#).

Sincerely,

[RS SIGNATURE]

Rhea Suh
President, NRDC

Questions? Comments? Please contact us anytime at membership@nrdc.org.

SOCIAL SHARE TEMPLATE

Facebook share copy:

Win tickets to see Seth Meyers, John Oliver, and Sarah Silverman in NYC!

NRDC is presenting an uproarious Night of Comedy on April 30 — with Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman. Enter to win two tickets to the show, plus airfare for two to New York City, a night in a hotel, and access to a cocktail reception and VIP after-party by making a donation of \$10 or more. Give now to enter!

Twitter share copy:

Seth Meyers, John Oliver, Sarah Silverman, more! Enter to win tix to @NRDC's Night of Comedy on Apr. 30 now!: [link]

Email share copy:

Subject line: Ready to laugh for a good cause?

Body copy:

If you're anything like me, you're spending a lot of time grimacing at the news out of Washington these days.

And you're feeling like you could use a good laugh right about now.

That's why I rushed for a chance to win tickets to NRDC's star-packed Night of Comedy — featuring Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman.

If you make a donation of \$10 or more to NRDC, you can enter to win, too! The package contains: tickets for two to NRDC's Night of Comedy on April 30, airfare to New York City and hotel accommodations, plus access to a cocktail reception and a VIP after-party.

It's going to be so much fun I almost don't want to tell you about it. But all our gifts are going to protect the planet — so please, join me!

Make your donation now and enter for your chance to see this hilarious, world-class lineup.

NON-DONATE

Enter to Win: NRDC's Night of Comedy in NYC, Featuring Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman!

MOBILE

NRDC is presenting an uproarious Night of Comedy on April 30 — with Mike Birbiglia, Tiffany Haddish, Seth Meyers, Hasan Minhaj, John Mulaney, John Oliver, and Sarah Silverman. **Enter now for your chance to win a trip for two to NRDC's Night of Comedy on April 30 in NYC!**

DESKTOP COPY

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NON-DONATE THANKS SCREEN

Thanks for entering to win two tickets to NRDC's Night of Comedy on April 30, airfare to New York City, and a night in a hotel!

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NON-DONATE THANKS EMAIL

From: NRDC – Rhea Suh

Subject: Thanks for entering to win tickets to NRDC's Night of Comedy!

Dear Xxxx,

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Sincerely,

[RS SIGNATURE]

Rhea Suh
President, NRDC