

## E-NEWSLETTER REVIEW

Review these sample e-newsletters. What's good about them? What could be improved? Find 3 good points and 3 spots for improvement in each one.

### EXAMPLE #1

Rejoice School of Ballet

Subject: Dancing into Fall at Rejoice!



## SPINNING BACK INTO THE STUDIO!

### Classes are back at Rejoice School of Ballet!

We are overjoyed to see smiling faces back at Rejoice this fall! Oh, how we missed our dancers! We opened our studios on Tuesday, September 5, with **142 students enrolled** ~ 40 of whom are **brand new to Rejoice** this year!

We're looking forward to getting to know our new young artists this fall and fostering a new year of students developing their skills, friendships, and confidence!

**It's not too late to enroll in Rejoice classes!** While some classes may have a waiting list, Rejoice enrollment is ongoing and we encourage anyone interested to reach out to learn more about our programs and offerings! As a reminder, Rejoice offers sliding-scale tuition, free dance uniforms and costumes, and unique opportunities to perform through our partnership with Nashville Ballet!

**Visit our website to learn more about classes and offerings:**

**LEARN MORE**

You can help support the success of our students and staff by shopping our [Back to Studio Amazon wish list](#).



## ALUMNI SPOTLIGHT: Eva Pregont

Meet Eva Pegont! Eva began her training at Rejoice when she was five. Eva refers to Rejoice School of Ballet as her home base and credits Rejoice with teaching her the joys of ballet. At the age of 14, her dedication and talent led to a full scholarship to School of Nashville Ballet. Last year, Eva shared her passion for dance with Rejoice's next generation as a teaching assistant. This past May brought everything full circle when Eva performed the title role of Aurora in School of Nashville Ballet's *The Sleeping Beauty*...a role she had performed at Rejoice six years earlier. Eva was invited to join Nashville Ballet's Professional Division where she will continue working toward a professional career in ballet.

**Congratulations Eva! We are so proud of you!**

*\*Image Courtesy of Nashville Ballet, Credit: Lydia McRae*



## EVENTS & UPDATES



# LITTLE AMAL

The Walk Productions & Handspring  
Puppet Company with Choreography  
by Shabaz Ujima & Thea Jones

**Walk with Amal from Centennial Park Great  
Lawn to Musicians Corner!**

**FREE EVENT | Thursday, October 5 at 5PM**

Learn more at [ozartsnashville.org](http://ozartsnashville.org)

### COMMUNITY PARTNERS

Metro Parks  
Centennial Park  
Friends Life  
MNPS - IT Creswell and  
Nashville School of the Arts

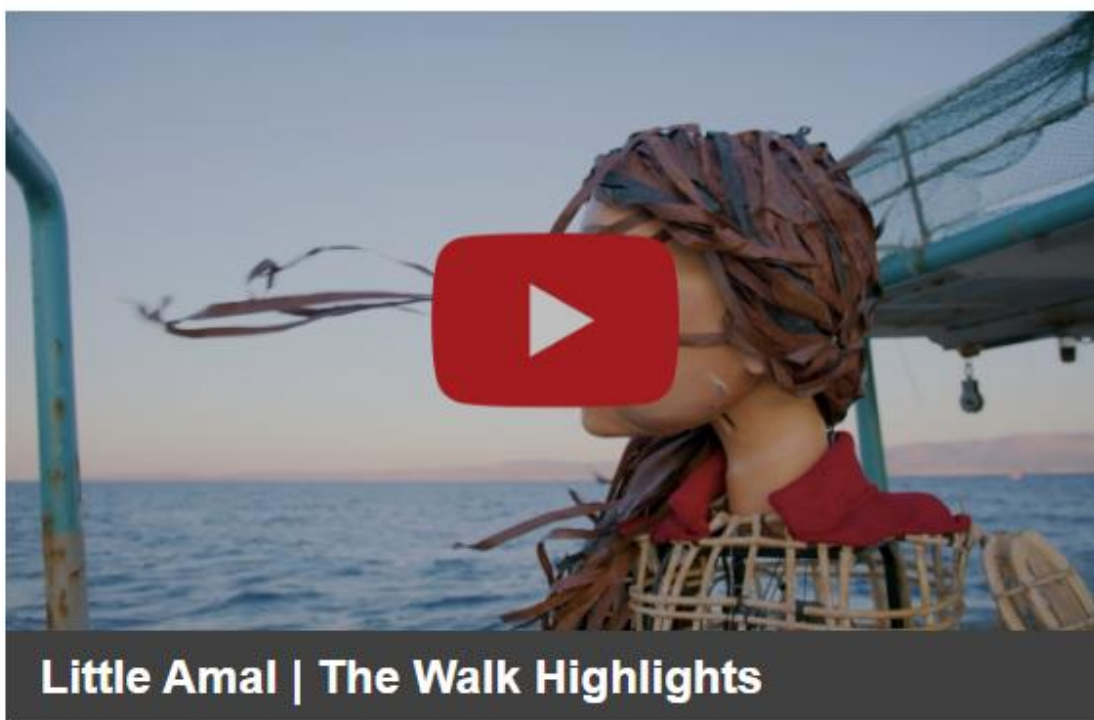
Rejoice School of Ballet  
Global Education Center  
Conexion Americas  
TN Immigrant and Refugee Coalition  
Turnip Green Creative Reuse

shackled feet DANCE!  
MTSU Band of Blue Color Guard  
Blue Moves  
Rod McGaha

**SAVE THE DATE FOR LITTLE AMAL!**  
***REJOICE DANCERS TO PERFORM AT THIS FREE EVENT***

Our Rejoice dancers are excited to be a part of this unique, incredible experience coming to Nashville! Dancers will perform at this FREE event in Centennial Park that carries a message of hope and inspiration. After arriving in the US on September 7, Little Amal will go on to visit 35 US cities! Don't miss this opportunity to see Rejoice dancers and Little Amal!

**LEARN MORE**



**Little Amal | The Walk Highlights**

**REJOICE SCHOOL OF BALLET RECEIVES HCA GRANT**

Rejoice School of Ballet received special funding from the HCA Healthcare Foundation and The Frist Foundation through a Safety and Security grant.

In total, these Foundations came together to award \$1,000,000 in grants to 24 childcare centers and place-based youth-serving organizations. Both Foundations are grateful for the opportunity to support these agencies' ability to conduct security assessments, implement physical security improvements, and provide critical safety and first aid training to staff.

Thank you HCA Healthcare Foundation and The Frist Foundation for your generosity and your commitment to keeping our families safe! You make us Rejoice!



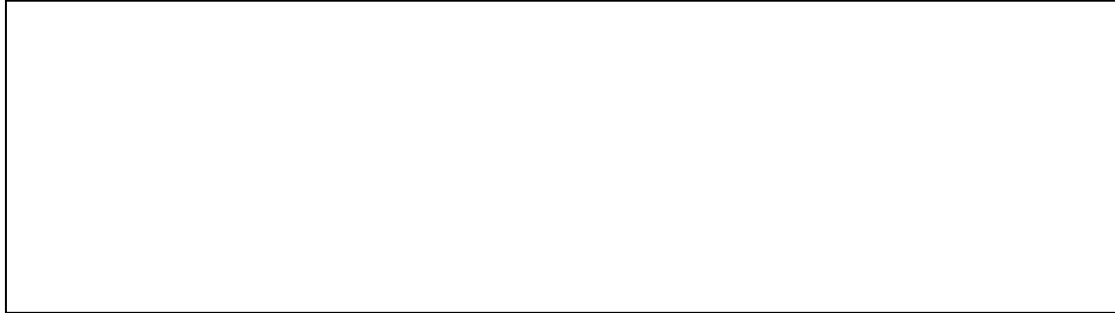
Rejoice School of Ballet  
P.O. Box 60172  
Nashville, TN 37206

**Rejoice**  
SCHOOL OF BALLET

Want to change how you receive these emails?

**MY THOUGHTS:**

**3 GOOD POINTS ABOUT EXAMPLE #1:**




**3 SPOTS FOR IMPROVEMENT IN EXAMPLE #1:**



## EXAMPLE #2


Subject: Charlie's Corner is BACK with a SPECIAL GUEST!



*welcome back to ...*

# CHARLIE'S CORNER!

A MONTHLY MESSAGE FROM OUR FOUNDER



*this month's topic ...*

# THE GIFT OF SECURITY

SMARTER GIVING FOR YOUR 2022 DONATIONS!



Charlie's Corner is back this month with a SPECIAL GUEST! 🤗 Mike Ross is a longtime supporter of Project 2 Heal and CEO/Financial Advisor at [My Money Coach LLC](#). To commemorate the upcoming giving season—and of course **#GivingTuesday**, the international day of giving—Mike has provided tips on **giving the gift of security** in 2022. (Literally!) 😊

Check out his EXPERT TIPS on gifting appreciated securities as a charitable donation! It's a fine way to make your donation **do the most good** for YOU and our PUPPIES!

VISIT CHARLIE'S CORNER!



*we have room at our next ...*

# OPEN HOUSE!

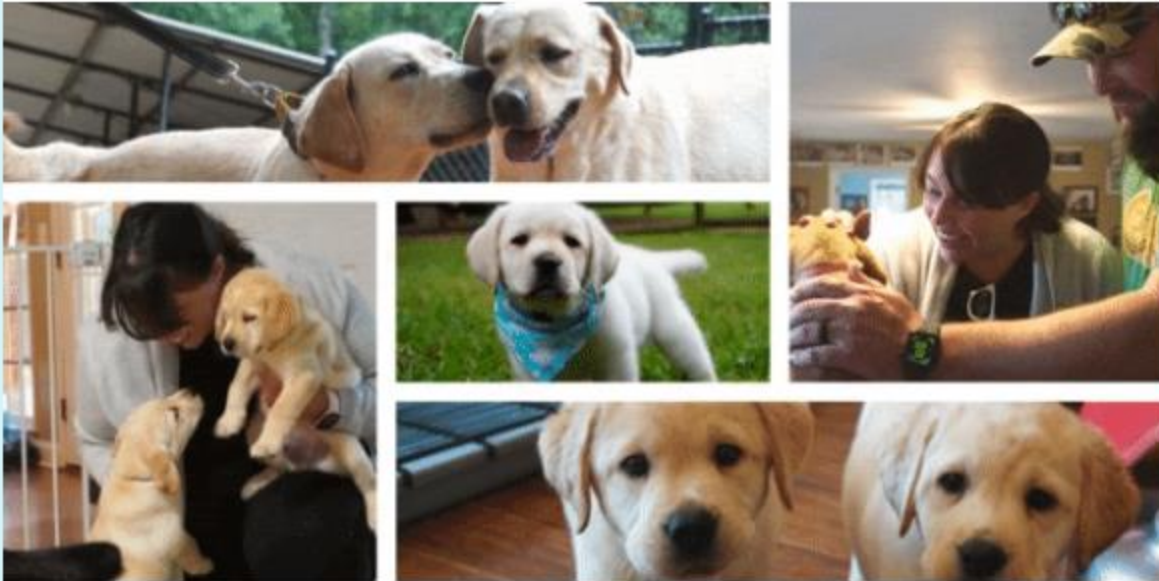
JOIN US **OCTOBER 22ND**



## **REGISTER TODAY** for Open House!

Open House events are expected to last **approximately 1 hour** and will begin with an engaging presentation by our CEO Charlie Petrizzo. Following the presentation, visitors will begin a guided tour of the facilities in which our trainers nurture our newborn puppies using scientifically proven development methods, including our Whelping Room and **Puppy Experience Room**. Plus, we'll take visitors down to our kennel facility, in which we home future mother dogs and Started Service Dogs!

(Future mother dogs are kept at our facility, until found a home through our Chaperone Program.)



## REGISTER TODAY for Open House!

Project 2 Heal Open House is open to attendees at no cost, but we are seeking individuals who are seriously interested in becoming involved with Project 2 Heal. Open House attendees should be interested in learning how to make an impact in one or more of the following ways:

- Volunteering
- Becoming a Monthly Donor

- [Becoming the Chaperone Owner of a Future Mother Dog](#)
- [Joining Project 2 Heal's Board of Directors](#)

**Space is VERY LIMITED!**

If you're interested in attending Open House on October 22nd, click below to complete our registration form!

**COMPLETE REGISTRATION FORM!**

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<https://project2heal.org/>



Project 2 Heal | 7008 Providence Road S., Waxhaw, NC 28173

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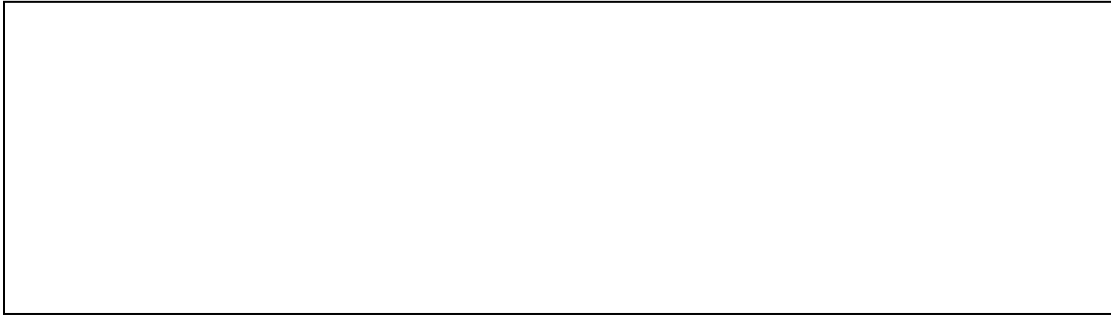


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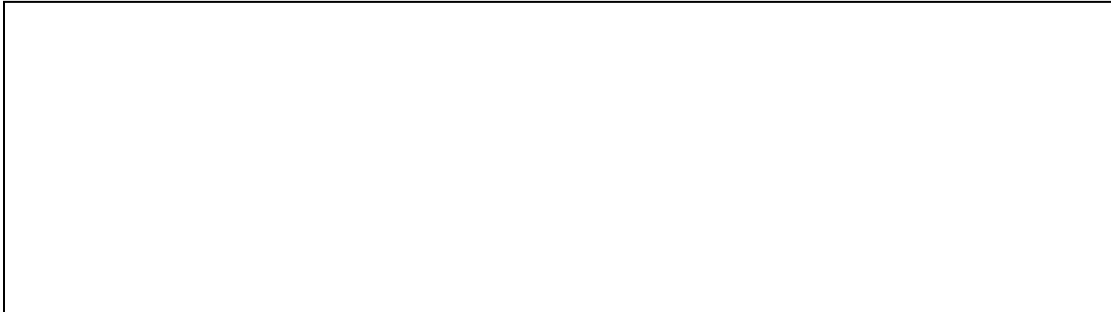


**MY THOUGHTS:**

**3 GOOD POINTS ABOUT EXAMPLE #2:**



**3 SPOTS FOR IMPROVEMENT IN EXAMPLE #2:**



## **SANDY'S THOUGHTS ABOUT THESE NEWSLETTERS**

### **EXAMPLE #1**

What I like about this newsletter is the opening photo – it immediately connects me with those served by the organization. The newsletter is broken into sections, which makes it easier to read, and it uses colorful photos. I like the section on the program alum, but I'd love to see a "before" photo along with this one, just to remind me what can happen to little ones studying ballet. Yes, even though the text mentions it, if I'm a skimmer and don't read the text, I'll miss that.

I don't care for the announcement of the grant at the end. I know that some foundations WANT the publicity from a grant announcement, and if that's the case, this is fine. Otherwise, this might hint to some donors that the organization doesn't need money because they just got a big grant. Make sense?

### **EXAMPLE #2**

This newsletter gets a gold star for being on brand, though some of the color combinations are a little hard to read. It's fairly short and broken into sections which makes it look easier to read. They've used some really cute photos (who doesn't love adorable puppies?) and the animations make it interesting – I didn't look at this on a phone and now I'm curious what that might look like.

I don't love that it starts with a message from the founder. If I'm a donor who isn't familiar with the founder, this section won't pull me in. A story about someone helped by the dogs raised by the organization would be a much better start. And the bottom needs fewer calls to action. I'm very nervous about the one for people to join the Board – this is a really bad way to find new Board members!