

Directions:

1. Be sure to replace every place you see [\[Your Event Name\]](#) with the name of your event and [\[Your Organization Name\]](#) with the name of your organization.
2. Replace any names and phone numbers with your own.
3. Update all text in blue brackets (you don't need to change the color of the text – color is not copied over).
4. When you copy this text into the email tool, colors and formatting, such as centering, will not copy. They are here for you see a sample. You may add this formatting within the email tool.

Hello %firstname%,

As a past participant, we are writing to let you know that registration is now open for the [\[Your Event Name\]](#). We hope you'll come back to join us for another great event!

The [\[Your Event Name\]](#) will take place this year on [\[date\]](#) at [\[place\]](#). We're expecting this year's race to be even bigger than last year and we've set our goal, for this year, to raise [\[\\$xxxx\]](#) for [\[cause\]](#). **With your help, we can reach this goal and more!** We've also made registration and collaborating with your teams even easier with our new and improved mobile-friendly website.

Register Today [highlight Register Today, click the link symbol and enter your registration URL]

Sincerely,
[\[Your Event Name\]](#) Staff