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Email Marketing



**SEQUENCES, CAMPAIGNS,
& NEWSLETTERS**

Gloves For Grief is a 501(c)(3) nonprofit organization based in Southern California.

GLOVES FOR GRIEF

Providing a mind, body, & soul approach to support the grief community.



Their mission is to provide physical, emotional, and mental health support to those grieving the loss of loved ones.

This project involved an email sequence highlighting an upcoming event and encouraging their following to donate to G4G for Giving Tuesday.



A few days ago we introduced you to Katie Jones, who graciously shared her deeply personal story of loss and grief. As you may recall, Katie came to *Gloves For Grief* after her brother and personal hero - Firefighter Patrick Jones - was lost in the line of duty in 2020, along with his Captain, Ray Figueroa.

Since she found us, Katie's joined the *Gloves For Grief* family and fully embraced our community of support - not just for herself - but also because of the support she provides others who are trying to process their own grief. So of course, we're doing everything we can to support her and her family as they continue to heal.



Katie providing remembrance opportunities for attendees at our November event through her permanent jewelry services - Zap with Love

February 18, 2024 will be 4 years since Katie and her family lost Patrick, and the Porterville community continues to grieve these two fallen heroes. So in recognition of their selfless sacrifice, *Gloves For Grief* is going on the road. We plan to travel 250 miles to Porterville, CA, and host our first ever **Fallen Firefighter Memorial** event on February 17th to honor the extraordinary lives and legacies of Firefighter Patrick Jones and Fire Captain Ray Figueroa.

But we can't do the amazing things we do for our grief community without your support. And since **Giving Tuesday** is right around the corner, we're following Patrick's advice...

Ask
Believe
Receive

We're asking you to keep an eye on your inbox because we've got some great Giving Tuesday opportunities coming for you to get involved, even if you can't be here to punch with us.

We believe in the power of this community, its resilient members, and our growing supporters.

And we receive your support with great humility and a focus on humanity.

Stay tuned for all the exciting things we have coming up over the next few months. And, as always, we're so grateful to have you as part of this community and for your continued support.

You can watch Katie's full story [here](#). And if you connect with what we are doing for the grief community, we invite you to explore the ways [you can join our fight](#). Of course, you can always reach out to us directly to explore a partnership or feature.

With love,

Terra & Ashley



18952 MacArthur Blvd Suite 100
Irvine, CA 92618, USA



As this year is rapidly winding down, it feels like the perfect time for some 2023 reflections. So we here at *Gloves for Grief* took a moment to do just that.

Although we just received our 501(c)(3) status in March of this year, we were still able to:

- host **5 boxing/wellness events**
- offer a **Grief Workshop** using Art Therapy for healing
- serve **375 people** at our wellness events
- provide **3 \$100 Grocery/ Food delivery Gift Cards** to families in acute grief
- hold **2 Grief Retreats** for families over Mother's Day weekend (with all-expense-paid getaways in Laguna Beach and Newport Beach)

All of that in just **8 months** of operating as a nonprofit!

But it's the **people** that we've met and the **families** we've supported that have made our journey to this point **so** extraordinary. People like...

- Trina, who lost her son Ori at birth due to a life-threatening genetic condition.
- And Sandy, who lost her son Patrick in the line of duty in Porterville, CA (we shared her daughter **Katie's story** a few days ago and how their family will be wearing their *Gloves for Grief* in February and Punching for Patrick).

Both Trina and Sandy (along with their families) were provided a safe space for healing and beautiful accommodations, as well as our continued support - because we know all too well that *grief has no expiration date*.

And we're *still* not done with 2023.

Join us and other members of our community for our *final 2023 event* on **December 9th** in Irvine, CA. We're hosting an **ornament-making class**, where we'll build connections while creating handcrafted, personalized ornaments to be loved and passed down for generations to come.

It's *truly remarkable* to see how much we've grown and how far we've come in these 8 short months. We don't for a *second* take for granted the **incredible support** we receive from our donors and sponsors.

And because of *you*, it's with great excitement and humility that we look forward to the impact we'll make in 2024.

A little sneak peek at some of the **BIG events** already inked in our plans:

- 4 local community events
- 2 travel events in Northern California and Los Angeles
- 3 Art Therapy experiences
- 2 walk/run charity event partnerships
- 3 significant charitable contributions to other external grief support groups that align with our mission (because we believe in *supporting others who support others*)
- 12 - 2-night retreats for grieving families in need
- 240 1-on-1 mental health therapy sessions (free of charge), with a goal of providing 20 sessions a month

As you can see, we have *no plans* of slowing down!



This **Giving Tuesday**, you have the *power* to make our impact **even greater**.

Our very first travel event in 2024 will be our **Fallen Fighter Memorial** on February 17th in Porterville, CA. You can help to get us (and all our gear) there by donating directly to this first-of-its-kind event in honor of Captain Ray Figueroa and Firefighter Patrick Jones, both lost in the line of duty.

DONATE NOW TO SUPPORT G4G GOING ON THE ROAD

By supporting *Gloves for Grief's 2024 goals*, you can be an essential part of some of the other amazing resources and events we're bringing to our grief community as well.

Here are some other ways you can make your **Giving Tuesday** efforts really *pack a punch* and offer a priceless sense of peace to grieving families this year:

- **sponsor a bag** at one of our community events
- **shop our catalog** of gear and apparel or purchase a gift card for as little as \$30
- choose an amount that fits *your* budget on **our donations page**
- **contact us directly**, for sponsorship opportunities

And remember, your donations are **tax-deductible!**

In the kind and unforgettable words of *Fallen Firefighter Patrick Jones...*

Ask.
Receive.
Believe.

As always, we're so grateful for your support and to have you as part of this growing community. Thank you for celebrating 2023 with us and we're so excited to have you with us on this journey into 2024.

Terra & Ashley



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With all that's been going on this week - Thanksgiving, Black Friday, Small Business Saturday, and Cyber Monday, just for starters - we know your inbox is blowing up with ads, last-minute bargains, and endless percentage-off coupons.

It's understandable how **Giving Tuesday** may have just slid by, tucked somewhere in between *Bath & Body Works* and the latest vacation deals.

But then we asked ourselves... is Giving Tuesday the *only* day for people to support their favorite causes?

Of course not!

So in case you missed our **Giving Tuesday** opportunities, *Gloves for Grief* is circling back around with more chances for you to get in on the giving.

And *this* offer is good **any day** of the week, **all year** long - no expiration date.

Here's a [recap of our previous email](#) so you can see where we've been, where we're going, and how you can be a part of helping us continue serving and supporting our grief community.

GET ALL THE DETAILS HERE

With love—

Terra & Ashley

If you connect with what we are doing for the grief community, we invite you to explore the various ways [you can join our fight](#). And if you'd like to discuss partnerships or sponsorships, please don't hesitate to reach out to us directly.

BECOME A SUPPORTER OF OUR FALLEN FIREFIGHTER EVENT



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Irvine, CA 92618, USA

Feedback,



"This is EXACTLY, what I was thinking. SOOO Well done."





Déjà Révé! is baaaaaack!

After her GORGEOUS rebranding, Kara Mia Dunn of **Déjà Révé!** was ready to RUN with her newly-revealed vibe.

She wanted a new intro and booking confirmation email, as well as a re-engagement email for those on her distribution list who hadn't yet pulled the trigger on booking a session.

Déjà Revél Boudoir

to me ▾

Feb 19, 2024, 1:50 PM (6 days ago) ☆ ↶ ⋮

Hey, NAME

It's time to introduce myself...so HI! I'm Kara!!



I'm the one that will be with you walking you through step by step at your long-awaited boudoir session! I leave no clothing tag exposed, no bra strap flipped, and have every little detail at the forefront of my mind, ensuring you get the best of the best images by stepping foot in my She-Cave!

As a photographer, it is not only my goal, but my obligation to create a safe and comfortable environment for my clients to express themselves and feel empowered! This space is your space to feel confident in your skin, and I work hard to make sure that happens.

If you've been following me for some time, you've seen that I specialize in boudoir photography only. Which really just means that at this point, I am an expert in knowing exactly how to pose women, how to flatter our figures, and to really celebrate all that is your individuality and beauty.

I wholeheartedly believe that everyone deserves to have an experience like this at least ONCE in their lives (however I'm known to create repeat offenders)! It's so much more than just taking pictures; it's about truly connecting with you, digging deep and creating an experience that is truly all about YOU!

At the end of the day, you'll walk out of the studio believing that you can do anything you set your beautiful a** mind too!!

Does this sound like something you'd be into? Because I'd love the opportunity to chat about all the nitty gritty of how we can turn your boudoir dreams into a reality!

Click on one of the buttons below and let's get this journey started! (Remember you can save \$250, if you book your session in the next 24 hours!)

[Book Your Session Online](#)

OR

[Schedule A Time to Chat!](#)

Kara Mia Dunn
CEO | LEAD PHOTOGRAPHER

DÉJÀ REVÉL | BESPOKE BOUDOIR STUDIO

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INTRO EMAIL

Congratulations!!! You did it! You bit your lip, probably had a little motivational chat with yourself, and clicked on one of those handy "Yes Please!" buttons on our website!

First and foremost, thank you for considering giving yourself a Déjà Revél experience (Formally Midnight Sun Boudoir)! Believe it or not, the hardest part is already done - you clicked!

We would love nothing more than to get you into our studio and prove to you just how life-changing a Boudoir photo sesh truly is!!

Now that you've taken the first step by joining the Déjà Revél email family, we're so excited to offer you some *exclusive* insider information.

Check out our Boudoir Booking Guide!

[Booking Guide](#)

This is where you'll find allllllll the dirty details about planning and preparing for your full-support photo session with Déjà Revél.

The *most important* thing you should know about us?

Our sessions are tailored with **YOU** in mind!

That's right! We focus on what **YOU** want to accomplish with this experience, so at the end of the day, you're not only raving about your finished products, but also about the one-of-a-kind experience we provide.

All we need to get your sauciness on our calendar is a Session Fee Retainer and the fun part can officially begin!!

If we've chatted before and you're ready to take the leap - **YAY YOU!!!** You can simply book your session online! If you use the links provided below, **for the next 48 hours only, book your session for just \$349**, rather than \$599!

[View our Session Calendar](#)

If you'd like to discuss full Collection pricing, payment options (yes, we offer installment plan options), or any other details of our process, go ahead and [schedule a FREE, \(no-obligation\), phone consult](#).

If you still have questions that aren't answered in these resources, you're more than welcome to text us at **(717) 891-1363** anytime!

BONUS FOOTAGE: If you aren't already a member, I *highly* recommend you join our Private Women-only Facebook group! This is a great space for you to connect with other amazing women around the globe who are in limbo like you may be, or have already done their empowering photo shoots. But also, this is also where you can find our current promotions and exclusive session offerings! It just takes a click (and hey... that's how you got here in the 1st place, right?):

[The Revealed Woman VIP](#)

"The most important day is the day you decide you're good enough for you. It's the day you set yourself free."

That's all from me for now, but I seriously *can't wait* to hear from you!



RE-ENGAGEMENT EMAIL

I bet you thought we forgot about you! Au contraire!

We actually noticed that it's been a while since you reached out about doing a session here at Déjà Revél and figured you might need a lil motivation booster.

We get it. You still have questions.

Maybe you're unsure about what to expect from the shoot. Or hell...you might already be convinced that you won't like any of your images, so "why bother?"

Am I close?

It's fine! And I can say that with full confidence because I've seen hundreds of "yous" walk into my studio with full hesitation and a suitcase full of jitters.

But I'm here to make your boudoir session one of the easiest, most empowering, fun, "*why the hell did I wait so long to do this!?*" type of experiences you'll **ever** have!

I have never - **and I mean NEVER** - had a client leave our studio who wasn't absolutely GUSHING over her images. (It's seriously never happened!!!)

So why would **you** suddenly be our first?!

Nah, sis... that's not what we do here!

I can PROMISE that the minute we finish our phone consultation, you'll be lit up from the inside out and **PUMPED** for your upcoming boudoir session!

So let's chat it up!

Like I said, I'm here *for you*. I want to know the deep, dirty, nitty gritty of why you want to do a session for yourself.

And I'll give you every single detail about how to make this session the *opposite* of what Captain Anxiety has been telling you.

Let's do the damn thing! I'm dying to chat with you!

[Book That Call!](#)

If you'd rather forgo the chitty-chat, you can either [book your session online](#) or shoot us a text at **(717) 891-1363** and let us know why you've decided to schedule a session for yourself!

And if you haven't done it yet, don't forget to join our exclusive private women's only Facebook group! You'll be able to connect with like-minded women across the globe and keep up with all the exciting things going on here at Déjà Revél!

[Join 'The Revealed Woman VIP'](#) on Facebook

"I can't think of any better representation of BEAUTY than someone who is unafraid to be herself."

I know you're getting closer to scheduling your session and I **can't wait** to see you in the studio soon!



Feedback

Kara Dunn

to me ▾

First of all, I love it! I love how well it flows and sounds just like me. You've again nailed it.

Kara Dunn

to me ▾

Oh I love this! Super fun and exciting.

Kara Dunn

to me ▾

OOOOOOH Carri!!! I am loving these!!!! Very much on point of what I'm trying to convey...but better.

Kara Dunn

to me ▾

I love this version!!!

This is what I was looking for. To the point, but makes you want to keep reading!

Thank you!