

# APRIL FRAZIER

## COPYWRITER

### Blog post email

Goal: This email was designed to share the blog post with the email audience and invite them to read it. The founder wrote the blog post, but I edited it for clarity, structure, SEO, and brand authenticity. I crafted this email (and the P.S.) to align with the personality of the author and provoke readers to engage.

Subject: Confessions of a workaholic nonprofit leader

Pretext: Don't pack your laptop

Greetings!

Here's a quick, true-to-life story...

Let's call her Sarah.

She is a nonprofit leader who is exhausted. Like, the kind of tiredness where you forget your own phone number.

Her team made jokes about her upcoming vacation. "She's gonna pack her laptop first," they said with a smirk. "Then maybe some clothes if there's room."

Sarah had this grand plan for two weeks off. Beach. Books. Zero meetings. The whole nine yards.

But here's what actually happened.

DAY ONE: She was on the beach checking emails. Just a quick peek, she told herself.

DAY THREE: She was in a hammock on a conference call with the waves as her background noise.

DAY FIVE: Her family staged an intervention. They hid her phone.

When she got back to work, her assistant handed her a list. "Things we accomplished while you were gone." It was three pages long.

Three. Entire. Pages.

Her team had been unbelievably productive while she was "out of office". Meanwhile, she had scarcely rested.

Sound familiar? Even remotely?

The lesson?

Sometimes the best thing a leader can do is get out of the way.

But here's the real kicker. Taking time off isn't just about rest. It's about trust. Trust that your team has your back. Trust that the work will continue. Trust that you've built something bigger than just you.

Yet, most nonprofit leaders I know struggle with this exact thing.

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Here are 4 reasons you should absolutely take time off, how to prepare to go truly OOO, and why your team will thank you:

→ [Confessions of a Workaholic Nonprofit Leader](#)

Regards,  
Joan Garry  
Founder  
Nonprofit Leadership Lab

P.S. I know what you are thinking. The world feels too heavy to take time off. That's why it is even more important that you seriously consider doing it. I'm leading by example and holding myself accountable as I plan for my own vacation. Details are in the blog post!