Save the Date

Audience – All your club’s members

Subject – Plan to play on The Longest Day

Timeline – Within a week after registering

Dear fellow bridge players,

[CLUB NAME] will play bridge for The Longest Day® to raise funds and awareness for the Alzheimer’s Association®. The Longest Dayis a sunrise-to-sunset event to honor those facing Alzheimer’s disease, the nation’s sixth-leading cause of death.

**Save the date**  
On [DATE OF EVENT], we’ll hold a marathon of charity games\* and [OTHER ACTIVITIES] to fuel the care, support and research efforts of the Alzheimer’s Association. In return, masterpoint payouts will increase for players participating in The Longest Day!

Thanks for your support!

[NAME]

\*Game schedule coming soon!

Reminder Email

Audience: All bridge players in your email list

Subject: The Longest Dayis almost here

Timeline: 10 days before your event

Dear bridge players,

I hope your calendar is marked for **[DATE OF EVENT]**. Now it’s time to review the game schedule and prepare to play as long as possible.

[INSERT TIME OF GAMES AND OTHER ACTIVITIES TAKING PLACE].

If you can’t participate on The Longest Day, consider visiting [LINK TO TEAM PAGE] and making a donation to our club’s fundraising team. Every dollar counts toward our goal of [FUNDRAISING GOAL].

Don’t forget to invite your friends and family to join you! See the attached PDF [INSERT EVENT FLYER] for information about our social/beginner activities. Honor the strength, heart and endurance of those facing Alzheimer’s disease and put your passion to good work on The Longest Day.

Thanks for your support!

Final Call

Audience: All bridge players in your email list

Subject: See you tomorrow for The Longest Day

Timeline: The day before your event

Dear friends,

It’s finally here! Our The Longest Day® event is tomorrow, **[DATE OF EVENT].** Rest up because [CLUB NAME] has a full schedule of games and activities planned to support the Alzheimer’s Association® in fighting this devastating disease. Don’t forget masterpoint payouts will increase for players participating in The Longest Day!

[INSERT TIME OF GAMES AND OTHER ACTIVITIES TAKING PLACE].

If you can’t participate, consider donating at [LINK TO TEAM FUNDRAISING PAGE] to help us reach our goal of [FUNDRAISING GOAL]. We’re putting our passion to good work to honor those facing Alzheimer’s disease — and we hope you will, too.

Thank you for the support!

[NAME]

Player Recruitment Email

Audience: All bridge players in your email list

Subject: Let’s work to beat Alzheimer’s on The Longest Day!

Timeline: 6-8 weeks before your event

Dear fellow bridge players,

Research has shown that participating in mentally stimulating games, like bridge, may help to keep your brain healthy as you age. That’s why [CLUB NAME] has registered to put our passion to good work on The Longest Day®, an annual Alzheimer’s Association® fundraising event.

**Save the date**

If you haven’t already, mark your calendar for **[DATE OF EVENT]**, and plan to play bridge to raise awareness and funds to fuel the care, support and research efforts of the Alzheimer’s Association. If you can’t participate, please visit our fundraising page at [LINK TO TEAM PAGE] to make a donation.

Thanks for your support!

[NAME]

*If you’re interested in helping or volunteering on The Longest Day, contact [CONTACT NAME/NUMBER/EMAIL].*

Promotion Email

Audience: All bridge players in your email list

Subject: Make the extra play for The Longest Day!

Timeline: 4-6 weeks before your event

Dear fellow bridge players,

The Longest Day®, an annual Alzheimer’s Association® fundraising event, is the perfect opportunity to share your passion for bridge with the community while raising awareness of Alzheimer’s disease.

**Spread the word**

Please share the attached PDF [ATTACH EVENT FLYER] with your friends and family who may be interested in participating. Print it out and pass it along or forward this email with the attachment.

**Join our virtual team**

We are working to raise funds that help fuel the care, support and research efforts of the Alzheimer’s Association. To join us, visit [LINK TO TEAM PAGE] and click “Join our Team.” Once registered, you can help us reach our fundraising goal by asking for donations along with us. Registration for ACBL members is FREE. Simply use the code “ACBL” to waive the charges.

**Donate to fight Alzheimer’s**

If you can’t participate on The Longest Day, will you consider visiting the link above to make a donation to our club’s fundraising team? Our goal is to raise [FUNDRAISING GOAL], and every dollar counts!

Thanks for your support!

[NAME]

***If you’re interested in helping or volunteering on The Longest Day, contact [CONTACT NAME/NUMBER/EMAIL]***