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]