May 2018

Supporter email copy

Remind your supporters you care about them and want them to be ready in an emergency

Email content

Subject line: Take care of yourself. Download the free Get Prepared app

Headline 1: Getting prepared for an emergency is important

Copy: That's why we're writing to you now. We know you're busy, but people recover faster if they are prepared for an emergency. To make it easier we're sharing a free app co-created by our friends at Australian Red Cross and its partner, general insurer IAG.

Get Prepared today
<< live link button: https://www.redcross.org.au/prepare >>

Download from Apple app store
<< live link button: https://itunes.apple.com/au/app/get-prepared/id1292194053 >>
Download from Google Play store
<< live link button: https://play.google.com/store/apps/details?id=au.org.redcross.getprepared >>

Headline 2: 3 reasons to download the Get Prepared app
Copy:
1. I can text all my key people at once if I ever need, straight from the app.
2. It's tailored to me! It's easy to use and I can plan with my family for emergencies.
3. The app thinks of everything, even my pets.

Headline 3: Have you ever stopped to ask yourself?
Copy:
• What would I want to save if a bushfire or neighbour's house fire threatened my home?
• Do I have a back-up plan if I can't get to my children's school because roads are blocked by a violent storm?
• Have I got my neighbour's number to help save photo albums if I'm at work as flood waters or an overflowing bath threaten my home?

Headline 4: Do one simple thing
Copy:
1. Download the free Get Prepared App from Google Play store or Apple app store.
2. Start a conversation with your neighbours, download Australian Red Cross' set of conversation starter cards.
3. Build your own emergency kit with a handy checklist from Australian Red Cross.

Find out more about how to get prepared for emergencies

Get Prepared today
<< live link button: https://www.redcross.org.au/prepare >>