Subject: Help us make a difference

Do you want to contribute to our mission of [insert mission]? Now you can—while you are doing your regular shopping!

We are excited to be apart of PWI Fund from Project World Impact! By shopping with the Fund extension or app, up to 25% of your online purchases will go directly to us with no extra cost to you. PWI takes 0% of the money raised, so you can rest assured that your money will go directly to a cause you care about.

Sign up today by creating a profile at projectworldimpact.com and following the directions to make a PWI Fund account.

We look forward to the ways this new service can continue to help us achieve our mission of [insert mission].

Thank you for joining in our effort!

[org name]