Subject: A new way to support [cause]

We are thrilled to introduce to you a new way to support us and our work with [cause]. It’s called PWI Fund, and it allows you to give back while you shop online at no extra cost!

Here are a couple of reasons to support us by using PWI Fund:

1. It’s free! When you shop with Fund, PWI takes 0% and there is no extra charge to you, so you can be sure that the money is going exactly where you want it.
2. It’s easy! All you need to do to support us is go to projectworldimpact.com **[link]**, make a profile, and follow the directions to set up Fund. Once it’s setup, you do your regular shopping at our over 1,500 partner retailers and expect a percentage of your purchase to go [org name]!

To learn more and sign up, go to projectworldimpact.com **[link]** and click on Fund.

We are grateful for your support!

Thanks,

[org name]