

Crowdfunding Autoresponder Email Chain (Probizwriters Sample)

First Email

[subject clause] We're going to shatter the public-school monopoly — stay tuned.

If there was a way to reach and teach thousands of public-school students about the U.S. Constitution (share its history and importance truthfully) right now, would you support it? Do you agree that our students aren't learning much about U.S. constitutional heritage these days?

A crowdfunding campaign is launching soon that meets this need. It will fund **The Legacy Game**, TJKI's fabulous and innovative interactive learning program specially designed to reach 11-to-18-year-olds. Starting in just 25 days we can get this right, and reclaim the education of our children—which we know is essential to America's future.

Look for more information in your inbox before March 30th.

The Legacy Game crowdfunding campaign needs broad support to deliver big results. The more support we receive, the more effective our mission will be. So, please share this email with your like-minded friends of liberty, and encourage them to join our email list and support our March 30 crowdfunding campaign launch (see the link below for your friends to join our email list).

We'll send more news about The Legacy Game opportunity soon. To learn more about The Legacy Game educational platform or how you can support the program, please email us at: info@tjki.org. To see the Legacy Game (overview), visit www.thelegacygame.org/legacygame.

Thanks for your support.

Note — Abraham Lincoln said, "The philosophy of the school room in one generation, will be the philosophy of the government in the next." This is why we can't give up on our students in the public-school system—by letting them miss history's fundamentals.

The Thomas Jefferson Knowledge Institute is a nonprofit 501c3 organization—all crowdfunding campaign contributions are tax deductible.

Second Email:

We're quickly getting closer to launching The Legacy Game's crowdfunding campaign to fund operations and final development. As the Legacy Game's creators, the team here at Thomas Jefferson Knowledge Institute is filled with positive anticipation.

Imagine the youth of this country knowing more about Founding Era facts and principles than most adults today. Imagine how this empowers them to use and protect the great self-governance truths our Founders gave us—a legacy essential to preserving liberty, and the prosperity liberty fosters.

In just 17 days, you will finally be able to support a project that undoes decades of mal- and non-education on the Founding Era. This is very cool! We're taking it back from the mass-education monster—and you can help.

We're enthusiastic because we know The Legacy Game is a real game changer and will positively and profoundly impact youth education in America.

And we know it matters to you!

The Founders would be proud to know that everyday Americans support and understand restoring honest education advancing the Founders' lessons in liberty principles. This is your chance to *participate* in deciding whose philosophy is taught to our children.

The Legacy Game imparts knowledge at the root of civic strength and enduring prosperity. Let's make this happen.

Stay tuned for more information about The Legacy Game opportunity as our crowdfunding launch approaches. To learn more about The Legacy Game educational platform or how you can support the program, please email us at: info@tjki.org. To see the Legacy Game (overview), visit www.thelegacygame.org/legacygame.

Thanks for your support.

Take Heart! — It is possible to stop progressive education in the lives of public-school students. We're sounding the alarm—as Paul Revere did. The minutemen answered the call, and we call again on Patriots to step into the fray with support for the educational counterattack.

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Third Email:

Have you seen our recent emails about The Legacy Game's soon-to-launch crowdfunding campaign? We don't want you to miss out on being part of a great movement—to teach our children the essentials of liberty. Last week we expressed our enthusiasm about the Legacy Game's positive, generational impact on what our kids know about their country.

It's time we fought back—and we're happy to do it. It's an exciting challenge to transform how we educate America's youth about constitutional heritage. Already, over 60 public-school students have shown interest in the Legacy Game program by participating in our online preliminary challenge. You can try it too—at <http://www.tjki.org/play>, password "patriot."

But, for this to work well, we need to work together.

All we need to make our engaging educational platform a reality for school kids across the country is you.

We are serious about preserving our country's heritage—and the unprecedented liberty and prosperity it has given us all. We think you are too. So, please join us—the first step is regaining control of what our children are taught. Even if it's one step at a time.

It must start somewhere! The Legacy Game is a great way to engage America's youth in a core understanding of the constitution, its founding values, and root principles of freedom. Don't you think it's about time conservative Americans asserted some meaningful control again over teaching public-school kids the Constitution?

It is! And we know it can happen with just a few dollars from a lot of great citizens concerned about the future.

Over the next couple of weeks, look for details on how to support The Legacy Game crowdfunding program. To learn more about The Legacy Game educational platform or how you can support the program, please email us at: info@tjki.org. To see the Legacy Game (overview), visit www.thelegacygame.org/legacygame.

Thanks for your support.

Believe in real education again! — Together, serious Americans can counter and overcome the anti-American indoctrination taught in the public schools for decades. Letting anti-American teaching continue unchecked isn't an option any more. Everyone's future depends on teaching our children real history (what works and why)—why our founding and our constitution are the bright shining light of liberty's future.

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Fourth Email:

You can help make an enormous difference in education. All of us can.

In just 3 days, on March 30, we're launching our crowdfunding campaign for The Legacy Game.

So please look for campaign details on Thursday. We know that with your help we can actually begin turning the tide on educating our children about the remarkable nature of our country and its founding era lessons.

- Can we turn weeds into flowers within the public education system? We think so.
- Should children learn the inspiring stories that built America? We think so.
- Should we share with our kids real history that instills pride? We know that a little pride in country fosters patriotism and self-esteem.
- Why did America's founders avoid "every" form of socialism? The answer is essential to understanding our constitutional republic.

The Legacy Game teaching model—a unique delivery and support system—is endorsed by the largest private teacher’s union in public schools, CEAI. It’s been tested by over 60 5th and 6th graders. It’s interesting and engaging. It works.

Don’t miss this chance to be part of something big and positive in education.

To learn more about The Legacy Game educational platform or how you can support the program, please email us at: info@tjki.org. To see the Legacy Game (overview), visit www.thelegacygame.org/legacygame.

Thanks for your support.

Imagine how great our country could be if we gave our youth a solid constitutional understanding again! — Do you know the Constitution is as easy to understand (and teach) as the 10 commandments? It just has to be taught—in an engaging, challenging way. We’re readying that instructional encounter and will introduce the program into 8,000 public-school classrooms. Are you ready to lend a hand?

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Launch Day Email:

Subject Line:

Official Launch Day for The Legacy Game Crowdfunding Campaign – Please Contribute Generously!

We are thrilled to announce that our crowdfunding campaign in support of The Legacy Game is now live at Indiegogo’s “Generosity” platform—effective today at 5:00 p.m. View the Legacy Game project campaign page (with videos) and help us reach thousands of public-school students with the truth about our founding history and the Founders’ intent.

The campaign’s title is:

[The Legacy Game -- Engaging Lessons on Liberty](#)

Click the link above or enter the link below to lend us your support in advancing America’s liberty principles.

The fundraiser link:

<https://igg.me/at/WBZPPiZuY4A>

You can donate any amount (just click on the donate button, or you can donate to a specific level and receive a gift (in addition to your tax deduction). We’re very proud of the Legacy Game program and hope you’ll be generous in supporting this important and worthy educational cause.

Any amount you give is tax-deductible. If you give \$100 or more, we will send gifts to you, once the goal is reached. Thank you so much for your support!

We'll keep you updated throughout this 60-day campaign and look forward to sharing the progress. Please join us in reaching the next generation.

Best regards,