

Email Example 1

Subject Line: Friend, we'll send you \$150 toward green products when you switch.

Preheader: Signing up for 100% clean energy only takes 2 minutes.

Header Image Here

Body: Friend, no need to change your schedule or even leave the couch to make a difference for the planet! [Take 2 minutes to sign up for 100% clean energy today](#)—all you need is your utility account number. It's so easy to switch your home to renewable energy, and we'll even send you \$150 in redeemable credits for energy-efficient products when you start service as an extra thank you.*

[Check availability]

If you have any questions, please don't hesitate to give us a call at [1-555-555-5555](tel:1-555-555-5555). Mention offer code **[OFFER NAME]** to receive your \$150 in redeemable credits when you start service.

Email Example 2

Subject Line: Friend, final July offer for you:

Preheader: A free month of power when you start service.

Header Image Here

Body: Friend, be sure to claim your **free month of power** when you start service on a CleanChoice Energy plan. You can join other households in New York in helping the environment by switching to **100% renewable energy**.*

[Check availability]

If you have any questions, please don't hesitate to give us a call at [1-555-555-5555](tel:1-555-555-5555). Mention the **[PLAN NAME] plan** to receive your FREE month of power when you start service.