**General Email Template:**

One type of email is a very general from a fortify consultant, talking about the services we offer and if they would be interested. This email directs them to our Fortify site for more information and so they can register.

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Greetings General Managers @ ENK Pty Ltd,

My name is Emily and I'm a community matchmaking manager here at Fortify.

Fortify is a non-for-profit platform which has a network of IT volunteers ready to help guide your company through the digital world with resilience.

Are you a small organisation looking for ways to enhance your organisations cyber awareness? How often do you suffer from online threats, lost files and leaked data?

If you answered YES, then we can help! With Fortify, you could be connected with the best cybersecurity professionals. We source these expert volunteers who have extra time on their hands, and they work to secure your organization.

Head to [www.fortify.com.au](http://www.fortify.com.au) to check if your organisation qualifies and register your interest today!

Best regards,

**Emily Wood,**

Community Matchmaking Manager

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**Specific Email Template:**

Another type of email is specific to a specific topic, showing how often it happens and why protection is important. An example of this could be sending out an email to an affected organisation or sending out an email to educate about a potential and common threat.

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Hello Jessica,

Your organisations in-house activity may be protected. But if you're utilizing third-party workforces and tools-thereby disclosing data each point of access increases your risk for a breach.

And when 60% of small organizations report an unclear understanding of their current third-party relationships, it's easy to see why cybercriminals are taking notice. At Fortify we can connect you and your employees with cyber experts who will help you mitigate these vulnerabilities - creating audits and encrypting your company information. [Learn more about how to register your organisation](http://www.fortify.com.au).

Read our latest article, written by some of our volunteers, [*‘How to educate employees about internal threats: 5 Step Guide’*](http://www.fortify.com.au)

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**Webinar Email Template:**

We also planned to hold webinars in the marketing strategy to attract customers, so you can make an email for sign-up and description of it. This is something we could not develop this trimester and it has been handed in as part of the deliverables for next trimester students to do. This email needs to be functional, similar to some of the surveys which have been developed in the past. This means that the email actually works. Buttons redirect to where the webinar is being held and links work as intended etc.

Note that when Fortify sends emails to universities, schools etc, we need to start with a presentation or a short description of who we are, what we do and our services etc. Emails are for companies only, since we can't really reach out to individuals and ask them to volunteer. Although, email templates can be made to send out once a potential volunteers has provided their details and signed up on our site.

*For example,*

‘Join our online webinar December 6th. The session is all about learning industry-leading Cyber Awareness strategies, from our platform launch to continuous compliance & meeting the volunteers.’