

To: Managers at Greenpeace
From: Patrick Schaefer
Subject: Snowballing Ice Melt

Dear Managers at Greenpeace,

I would like to bring your attention back to one of the most known kind of climate change that is **still** having a drastic snowball effect on every part of the environmental crisis that affects the world toda. Ice melt.

Sea ice is one of the most important tools that Earth naturally has to combat the harsh radiation of the sun. This ice is melting at a rapidly increasing rate and causes more ice melt the further it progresses.

Instead of using the normal, quite expensive route of petitioning/lobbying political events/laws, I would like to introduce a revolutionary way of spreading the message of Greenpeace around the globe. Attached to this e-mail is a memo, a memo which contains the relevant context that is required to fully understand the impact that influencers can have on your organization's effectiveness.

There are many examples in the past which prove the effectiveness of celebrities in swaying people's minds. I would implore you to read through this memo, spread it throughout Greenpeace, and then eventually – around the world.

Thank you for your time and consideration,

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