**Anne Lewis Strategies Proofing Exercise**

*Please complete a careful edit of the following pieces of writing using track changes.*

*The first one is an email, and you can assume the client has already approved this copy so no substantial rewriting changes are required. You should be carefully checking for accuracy of any stated claims, grammar, spelling and consistency.*

*The second is an excerpt from a client proposal. Again, no substantial rewriting changes are required, but you should be checking for spelling, grammar, consistency and style.*

**Email**

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| --- |
| First Name,  It sounds too horrible to be true, but this is really happening: Donald Trump picked Scott Pruitt as the Administrator of the Environmental Protection Agency, and climate deniers are **thrilled***.*  It’s no secret why: Pruitt has spent his career fighting against environmental protections. As Attorney General of Oklahoma, he sued the EPA to block President Obama’s policies for clean air and water. He has long denied the existence of climate change, and he even called a reporter’s question about climate change in the aftermath of Hurricane Irma “offensive.” **Unless we act now, he could dismantle the EPA.**  Trump has filled his presidential cabinet with some seriously scary people and we need 25,000 Democrats to speak out right now. **Add your name to be one of the 25,0000 people demanding that Trump remove Scott Pruitt from the EPA!** |
| |  |  | | --- | --- | | |  | | --- | | **Stop Scott Pruitt** | | |
| Thank you for taking action. Together, we will protect the environment and make America a leader in responsible energy solutions. |

**Client Proposal**

We have embraced the mantra of continuous improvement on behalf of our clients, constantly testing ideas, challenging and refining our basic assumptions, and innovating beyond them. That said, we are aware of our clients’ constraints and always work with them to know when to push the envelope and when to embrace their core strengths.

Because we have clients with enormous e-mail lists of hundreds of thousands of Facebook fans and heavily trafficked websites, we have analyzed hundreds of millions of individual data points and have been able to measure empirically, reliably, and repeatedly different strategies and tactics for maximizing revenue. In this process, we have pioneered creative approaches that dramatically increase response, sometimes by as much as 300%, including:

* **The $5 ask.** We recruit donors at very low $ amounts to maximize participation and capitalize on re-solicitation. This strategy has been tested over a large number of circumstances by us head to head and it always nearly wins.
* **Contribution submission button text.** It seems like a tiny detail, but we have run numerous, rigorously-controlled tests across awide number of websites. We know a few words that appear on the contribution page. “Submit” button can increase overall conversions by as much as 40%.
* **“HTML-lite” messages.** We always look for ways to make emails feel more authentic. Plain text messages that look like they could have been tapped out on the signers’ Blackberry can—in the right circumstances—increase revenue by 15%.

**We are eager to bring all of this experience to bear for you.**