**Quest for Kindness – E-Direct Copy**

**E-Direct #1**

Subject Line: Connect with your colleagues during the **Quest for Kindness!**

Pre-header text: The KIND of Event Your Whole Team Will Love

Body:

"The level of our success is limited only by our imagination and no act of kindness, however small, is ever wasted." - Aesop

Join the Alzheimer Society for the ***Quest for Kindness***—a month-long fundraising event (**January 1-29**), that challenges individual participants and **teams** (yes, corporate teams!) to make at least 30 kind-nections by completing a series of acts of kindness, like mentoring a new colleague or telling someone in the office you appreciate them, or by having fun creating your own kind-nection.

Whether you’re still working from home and are looking for a way to reconnect with your co-workers, or you’ve just returned to the office, the Alzheimer Society’s ***Quest for Kindness***is the perfect opportunity for your team to work together and feel the power of connection, while giving back to people living with dementia and making your community a kinder place.

Together, we will fight the stigma surrounding Alzheimer’s disease and dementia and fundraise to help raise $1 million to support crucial Alzheimer Society education, counselling, and social recreation programs for the 250,000 people living with dementia in Ontario.

**Why should you and your colleagues join the *Quest for Kindness?* You will. . .**

* Reconnect with colleagues in a fun and engaging way by completing 30 acts of kindness.
* Encourage friendly competition by creating multiple teams within your workplace
* Directly support Alzheimer Society education, counselling, and social recreation programs that people living with dementia rely on through your fundraising efforts and help us raise $1,000,000.
* Use #QuestForKindness to share your team’s fundraising spirit and progress.

**Quest for Kindness**

January 1- 29

Click below to register!

**E-Direct #2**

Subject Line: Spread some Kindness this holiday season!

Pre-header text: Form a team and join the **Quest for Kindness.**

Body:

"You cannot do a kindness too soon, for you never know how soon it will be too late."  *-* Ralph Waldo Emerson

Joining the Alzheimer Society’s ***Quest for Kindness*** is one of the KINDEST things you and your colleagues can do this holiday season.

From **January 1 to 29**, we’re challenging you and your co-workers to create a **team** and make at least 30 kind-nections by completing acts of kindness. Kind-nections like helping your colleague out with a project, treating your team to morning coffee, or any act of kindness that inspires you! Your fundraising efforts will help us raise $1 million in support of crucial Alzheimer Society programs and services.

Whether you’re still working from home and are looking for a way to create some holiday spirit, or you’ve just returned to the office, the Alzheimer Society’s ***Quest for Kindness***is the perfect opportunity for your team to work together and feel the power of connection, while giving back to people living with dementia and making your community a kinder place.

**Why should you form a corporate team for the *Quest for Kindness?***

* It’s a unique way for you and your colleagues to spread some holiday cheer and kindness this year!
* You and your team will practice kindness in the workplace.
* You and your team will directly support Alzheimer Society education, counselling, and social recreation programs that over 250,000 people living with dementia in Ontario rely on.
* Use #QuestForKindness to share your team’s fundraising spirit and progress.

**Quest for Kindness**

January 1- 29

Click below to register!

**E-Direct #3**

Subject Line: Register your team for the **Quest for Kindness**

Pre-header text: Create Kind-nections With Your Team

Body:

"A single act of kindness throws out roots in all directions, and the roots spring up and make new trees." - Amelia Earhart

The Alzheimer Society’s ***Quest for Kindness***is the perfect opportunity for your **team** to work together and feel the power of connection, while giving back to people living with dementia and making your community a kinder place.

Register you and your colleagues as a team for the Alzheimer Society’s ***Quest for Kindness***—a month-long fundraising event that will challenge your team to make at least 30 kind-nections by completing a series of acts of kindness, such as mentoring a new colleague or lending an empathetic ear and help us raise $1,000,000.

Together, you will help fight the stigma surrounding Alzheimer’s disease and dementia and fundraise to support crucial Alzheimer Society education, counselling, and social recreation programs for the 250,000 people living with dementia in Ontario.

**Why should you form a corporate team for the *Quest for Kindness?***

* Form a corporate team and challenge competitors in your industry to see who can raise the most funds and complete the most kind-nections!
* You can create fun, interactive social media posts to help promote your team and let your spirit shine using #QuestForKindness.
* You will make your workplace a kinder place by making kind-nections with your colleagues.
* You will directly support Alzheimer Society education, counselling, and social recreation programs that people living with dementia rely on through your fundraising efforts.

**Quest for Kindness**

January 1- 29

Click below to register!