

Carbon Credit Outreach Email Template

Subject Lines (test variations)

- Walker Ranch Methane Project — Quick Intro?
 - Carbon Credits from Texas — Near Your Stargate Site
 - Walker Ranch — Methane Abatement in Texas
-

Email Template — General Version

Subject: Walker Ranch Methane Project — Quick Intro?

[Name],

I'm reaching out as an agent of Walker Ranch Holdings. We recently partnered with Carbon X Credits to permanently plug 23 legacy oil and gas wells on our ranch, the Walker Ranch, in Stephens County, Texas — about 90 miles from where [Company] is building out infrastructure for the Stargate project.

The wells were leaking methane and wouldn't have been plugged without carbon finance. The project generated over 300,000 verified carbon credits through the BCarbon registry, and the 5,000-acre ranch is now undergoing prairie restoration with Texas Parks & Wildlife.

You can see the full project overview here: carbonxcredits.com/projects/walker-ranch

I'd love to share the story of what we accomplished and explore whether there's a fit with [Company]'s sustainability goals. I can speak to the project at a high level, and for any technical or diligence questions, I'd be happy to connect you directly with the Carbon X team.

Would you have 15 minutes for a quick call?

Best, Steve Abney
Agent, Walker Ranch Holdings, LLC
[phone]
[email]

Key Points in This Version

Sets expectations: - "I can speak to the project at a high level" - "For technical or diligence questions, I'd connect you with Carbon X"

Story-focused, not technical: - Doesn't mention GWP20, ISO standards, or methodology details - Focuses on the narrative (wells leaking, prairie restoration, Texas location)

No pricing mentioned — that comes later with Carbon X involved

Clear ask — 15 minutes for a call

Attachment Strategy

Option A: No attachment (recommended for first email) - Keeps it simple and low-commitment - Less likely to get caught in spam filters - You can send details after they express interest

Option B: One-page PDF summary - Only if they ask for more info before a call - Keep it visual / story-focused, not technical

My recommendation: No attachment on first email. If they reply asking for more info, then send a one-pager or offer to connect them with Carbon X.

Personalization by Company

For Stargate partners (Microsoft, Oracle, OpenAI, etc.): > "...about 90 miles from where [Company] is building out infrastructure for the Stargate project."

For Texas utilities/energy (Oncor, NextEra): > "...in Stephens County, Texas — in the heart of the region you serve."

For data center companies (Digital Realty, Equinix): > "...about 90 miles from major data center development in the Abilene area."

For renewable developers (Invenergy, Pattern): > "...in Stephens County, Texas — a region with significant wind and solar development."

Your Role on the Call

You ARE: - The Walker Ranch Holdings representative - Able to share the story (wells were leaking, we plugged them, prairie restoration) - The intro to Carbon X for technical/commercial discussions

You are NOT: - The technical expert on methodology - The one negotiating pricing or contracts - Expected to answer detailed verification/registry questions

If asked technical questions: > "Great question — that's exactly the kind of detail the Carbon X team can walk you through. Let me connect you with Taylor Landress, their COO, who led the project."

Follow-up if No Response

Wait 5-7 business days, then:

Subject: Re: Walker Ranch Methane Project — Quick Intro?

[Name],

Just floating this back up — would love to share the Walker Ranch story if you have 15 minutes.

Happy to work around your schedule.

Best, Steve
