*Instructions: Complete and save this word document, then cut and paste this text into your blank email;*

Good [**afternoon / morning**]

My name is [**your name**] and I am the [your title] for a greeting card publisher called [**your company**] based here in [**your town**].

The last few years have been tough. So, this Christmas we would really love to spread some joy, magic and kindness by giving your residents the opportunity to choose, write and send Christmas cards on us! We would love to bring some cards into your home, meet the residents and assist with any card choosing/ writing, have a chat and give them the opportunity to send a little bit of magic to those they hold dear. We hope this will start a wave of Christmas card sending – with lots of cards sent back!

As publishers we understand that there really is nothing as special as receiving a beautiful, tangible message of love through your letterbox, so we thought we would make it easy. There would be absolutely no cost to you or your residents. Furthermore, as the cost of stamps is rapidly rising, we are even more than happy to cover any postage required using our own franking machine.

We have nothing to gain from visiting you, other than knowing we have helped spread a little happiness this Christmas….and making a few new friends!

All our cards are designed, printed, and dispatched here in the UK. To take a look at what we do, please visit our website at [**your website**]. We are guided and supported by our trade association, to take a look please visit their website [www.gca.cards](http://www.gca.cards)

If this is something you are interested in being part of, let me know and we can arrange a date to come in, meet the residents and write some Christmas cards!

I look forward to hearing from you,