



Pollie Awards

FUNDRAISING - G02 - Best Use of Email

2016



Ted Cruz ✓
@tedcruz



Following

#CruzCrew: Help us win -- contribute now on
#5DollarFriday and help push us to victory!
donate.tedcruz.org/c/FFTX00157/





Dear Tori,

[We have so much to celebrate this #5DollarFriday](#). In case you missed it, Carly Fiorina accepted my invitation to become my nominee for Vice President of the United States and is now officially my running mate!

We have the most conservative ticket on the ballot. Carly is an accomplished woman and a strong leader who will passionately help reignite America's promise.

Let's all pitch in to celebrate this huge step our campaign has taken on the path to victory. Carly will not be pigeonholed; she continues to remind us that ALL ISSUES are Women's issues! [Will you chip in \\$5 today to UNITE and spread this message?](#)



And today I'm proud to announce that Indiana Gov. Mike Pence has endorsed our campaign, just days ahead of the Indiana primary, a critical night for our campaign. The tides are turning in our favor.

But not everyone agrees...

Donald Trump's "texting and golfing buddy," John Boehner, criticized our campaign by spewing ridiculous insults at me. **I view John Boehner's insults as one of the best endorsements our campaign could receive.** The establishment loathes our campaign, and they will do everything they can to elect a DC insider they can control.

Example
\$5 Friday Email

We are on the path to the nomination, and supporters of all candidates are beginning to turn our way. [Pitch in for #5DollarFriday, and let's make the dominoes fall.](#)

We have the infrastructure to go the distance, but we need your financial support to carry us to the finish line.

We are on the ground in South Carolina campaigning harder than ever to Reignite the Promise of America. [Chip in for #5DollarFriday before voting begins tomorrow morning in South Carolina.](#)



We did it together in Iowa.

We did it in New Hampshire, despite being massively outspent.

And we'll do it again in South Carolina.

There are 50 delegates at stake tomorrow. [Can you spare five dollars today to fund our operations in South Carolina and beyond?](#)

[DONATE NOW](#)

Another Example
\$5 Friday Email



Donate today!


\$20.16

CruzCrowd.com



\$5

Friday!



CRUZ TO N.V.

