COPY DOC BRIEF	
Calendar Month	September
Send Date	September 5 Resend 20th
Campaign Name	Lettuce Grow Is back
Purpose	Promote the Lettuce Grow event by showing past events and activities at the event
What we want users to believe.	Lettuce Grow is an event they won't want to miss or to consider donating to the event because they can't attend it
What we want users to do.	We want recipients to click our CTA's purchase tickets and donate to the event.

Notes: Exclude those who have purchased tickets
Resend email to non opens and recipients who have not purchased tickets

Headline Length: Keep headlines between 7-10 words
Subtitle Length: Subtitle and subheadlines can be around 10-15 words
Copy Length:

—(V) Email ---1
Event: Lettuce Grow

Headline Direction: Exciting Shorter descriptive mentioning that SJCA's Lettuce Grow event is back this year and is taking place September 23rd

Headline: It is almost time for Lettuce Grow. Get ready for a night on the farm!

Visual: Have Headline placed on top of the hero image. Have the image show pictures of past Lettuce Grow events.(if unable to use photos of past events use a photo of Lettuce Grow logo) Have the border covered in leaves of lettuce leaving the center white.

CTA Button: Buy Tickets

Copy Direction: Give a short introduction to the Lettuce Grow event. Short descriptions for activities seen at the event Live Music, Silent Auction, Food Truck, Animals. Give additional information about the silent auction.

Copy: Lettuce Grow is happening on September 23rd from 6:00 to 9:00 p.m. with live music, delicious food, wine and beer, a silent auction, and more! Explore the historic building and meet the animals at The Farmstead at St. Joseph's.

If you would like to make a donation to the silent auction, click below! Any donation equal to a $50 or more value earns you a $5 discount on your ticket! You won't want to miss a night under the stars where city life meets country living. Get your tickets today!

Banner Headline: Get your tickets today!

Visual: Have four images under the copy representing activities listed in the copy from the previous year(2021) Replace the silent auction picture with a close-up of food at the event.

Banner Headline: Silent Auction Coming Soon
Visual Banner: Donate above image showing auction items

CTA Button: Donate