

Email Samples

Girl Scout-Themed Mini BarkBox

Write Your Email

It's time to send your email! It's another great way to reach folks, in addition to social media and talking to friends and family. It's also a great opportunity to make your message more personal. You can customize it to talk about their dogs or a fun activity your troop has done that you know they would appreciate!

Trust me, I know what I'm talking about because I'm an honorary troop member wearing a Girl Scout beret.

Subject Line

First, let's choose your subject line for the email! This will be the first thing folks see and should convey two things: that they can support you and your troop and that you are selling dog goodies. Below are some examples you can use. You won't believe how long it took me to type these without thumbs!

- Support (Your Name) and My Troop with this Girl Scout-Themed BarkBox
- Support (Your Name) and My Troop and Spoil (Dog's Name)
- Support (Your Name) and My Troop While Spoiling Your Pup

Feel free to customize and add their dog's name if you know it!

Email Examples

Alright! Onto the email itself. I've written a couple options for you to choose from, but feel free to make it your own. Have some fun with it!

Option 1 (Customizable)

Hello (Person's Name),

Girl Scouts never leave a friend behind! Especially furry ones. That's why I am selling a Girl Scout-Themed Mini BarkBox which includes a dog toy and treats. It's the perfect gift for (their dog's name if you know it).

Each Mini BarkBox includes a Pose and Play Beret toy (it's also a wearable hat) and Berry Trios™ treats. I just know that dogs will love them because (talk about why a dog might like these products).

The proceeds from these sales will be used to help support my troop. That way we can keep doing cool and important work like: (talk about your favorite things that your troop has done in the last year or things you looking forward to this year).

Go to my storefront (provide link to site) to get yours today!

Thank you so much.

(Your Name)

Option 2 (Customizable)

Hello (Person's Name),

Girl Scouts never leave a friend behind! Especially furry ones. That's why I am selling a Girl Scout-Themed Mini BarkBox which includes a dog toy and treats. It's the perfect gift for all the dogs in your life.

Each Mini BarkBox includes a Pose and Play Beret toy (it's also a wearable hat) and Berry Trios™ treats. I just know that dogs will love them, and their humans will love how quality they are!

The proceeds from these sales will be used to help support my troop. That way we can keep doing cool and important work. You can support my troop, while spoiling your pup!

Go to my storefront (provide link to site) to get yours today!

Thank you so much,
(Your Name)