

EMAIL

FROM	TBD (e.g. Jill Smith, [Org Name])
FROM EMAIL	TBD (e.g. info@orgname.org)
SUBJECT LINE	<ol style="list-style-type: none"> 1. The Veterans and Affordable Housing Bond Act (need your help!) 2. Will you join us and fight for affordable housing?

Commented [1]: The "from" name and "from email" should be whatever your organization most frequently uses, or is appropriate here (e.g. your organization name, your executive director, etc.)

EMAIL BODY

FNAME/Friend --

We need to work together to tackle the affordable housing crisis here in California, and one of the most important initiatives on the ballot this November is the \$4 billion Veterans and Affordable Housing Act (Prop. 1).

Prop. 1 will build homes for veterans, working families, people with disabilities and Californians experiencing homelessness -- but only if we make sure it passes.

As we grow our campaign in support of this important measure, can we count on your support?

[Add your name right now if you're ready to fight to create affordable housing for Californians.](#)



Passing a measure like this is no easy lift, so we hope you're ready to work alongside us and groups including the United Way, the California Democratic Party, CA Partnership to End Domestic Violence, Housing California, and many more -- and ready to see this campaign through November.

Together, we are going to bring affordable housing, jobs and a stronger economy for our family members, friends, colleagues and neighbors in our communities.

[Will you add your name right now if you're ready to get to work and make sure we pass the \\$4 billion Veterans and Affordable Housing Bond Act \(Prop. 1\) this November?](#)

Thank you for joining us and helping bring affordable housing to your community.

Sincerely,

[TBD Signer]

LANDING PAGE

URL	https://www.vetsandaffordablehousingact.org/
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