

EMAIL 1

SUBJECT: A Hot Time You Don't Want to Miss...

Hey <FIRSTNAME>,

This is <YOURNAME> from <PRACTICE NAME>.

I'm writing you this quick note because Summer, sun, and fun are on EVERYONE's mind right now – so we figured it's the perfect time to INVITE YOU to our:

**“You Make Us Smile Like the Sun!”
Patient Appreciation Party!**

There's nothing that brings a smile to our face like patients like you and nothing would make us happier to have you join us this coming <DATE> at <TIME> for a good old-fashioned Summertime picnic that includes classic favorites like hot dogs, hamburgers, baked beans, refreshments, and much more.

(Plus we'll be having some special gifts and surprises for you throughout the party!)

Please feel free to bring a friend, loved one, or neighbor along with you as a guest. We'd love to meet them and promise to make them feel warm and welcome.

It's our way to say THANK YOU for being part of our family here at <PRACTICE NAME>.

However, space is a bit limited, so let us know you're coming by giving us a call at (XXX) XXX-XXXX to save your spot.

Sincerely,

<YOUR NAME>

<PRACTICE NAME>

EMAIL 2

SUBJECT: [REMINDER] It's your party so make sure you're there...

Hey <FIRSTNAME>, just wanted to make sure you don't miss out on the fun Summertime event we're holding here at <PRACTICE NAME> this coming <DATE> at <TIME>:

“You Make Us Smile Like the Sun!” Patient Appreciation Party!

There's nothing that brings a smile to our face like patients like you and nothing would make us happier to have you join us this coming <DATE> at <TIME> for a good old-fashioned Summertime picnic that includes classic favorites like hot dogs, hamburgers, baked beans, refreshments, and much more.

(Plus we'll be having some special gifts and surprises for you throughout the party!)

Also, feel free to bring a friend, loved one, or neighbor along with you as a guest. We'd love to meet them and promise to make them feel warm and welcome.

Response to our earlier invites has been great – but to make sure YOU don't miss out, take a second right now to call us at XXX-XXX-XXXX and let us know to save your spot.

See you there!

Sincerely,

<YOURNAME>

<PRACTICE NAME>