



Rocket Dollar Fundraiser Kit - Drip Campaign

Thank you for downloading Rocket Dollar's Fundraiser Drip Campaign. This drip campaign is to help you communicate to your customer via email consistently. Feel free to use this for inspiration or just copy and paste.

Header and CTA do not change. Subject lines do change.

Message:

Dear (name),

Header:

Your money should work for you. Make it work overtime with Rocket Dollar.

Day 1: Why limit yourself to stocks and bonds? Your 401k can invest in startups, too. You'll keep the tax benefits and unlock your retirement savings so you can invest however you want. Plus, you'll get full checkbook control—which means investing your money is easier than ever.

Subject line:

It's your money. Invest it how you want.

Day 7: The next big idea is around the corner. Don't wait to invest until it's too late. Rocket Dollar makes it easy to unlock your retirement funds so that you can invest in anything you want—including that growing company that may be worth billions in a few short years.

Subject line:

Imagine this: It's 1980, and Apple asks you to invest.

Day 10: Where would you be today if you had invested in Starbucks in 1990? When you set up a Rocket Dollar account, you'll get full checkbook control—which means you can access your funds via ACH, ATM, checkbook or wire transfer. Invest in what you think will be the next big thing, when you want.

Subject line:

What if you could write a check with your retirement funds--today?

Day 20: Early access to retirement funds usually comes with penalties no one wants to incur. But with Rocket Dollar, you gain all the benefits of traditional retirement funds even when you invest in non-traditional assets. Easy access + no penalties = a no brainer.

Subject line:

Easy access + no penalties = a no brainer.

Day 30: Put your retirement dollars to work. Invest in pre-tax startup business investments to preserve on-hand liquidity. These investments not only save the ready cash in their after-tax

accounts for other uses, but they also can easily grow the scope of their investments if companies are successful. All this can be made easy with a Rocket Dollar account.

Subject line:

Liquify your retirement account today and invest tomorrow.

CTA: Open a Rocket Dollar account and start investing.