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Client: Produce Marketing Association
Project: 2018 Gold Circle Recruitment Campaign
Deliverable: Recruitment Email #3 (3 versions)
Audience: Version 1: C-Suite (CEO job level)
Version 2: Sales/Marketing/PR (Job function/title)
Version 3: Food Safety contacts (Job function/title)
Due Date: 7/20/18
Word Count: 250 words max.

PMA Gold Circle Recruitment Email #3 (Text Only)

Senders:

(peer-to-peer communication) – Produce Marketing Association

Subject Line Options:

Option A: See what this group of elite leaders are doing.

Option B: Get 4x your investment in food safety.

[VERSION #1: C-SUITE]

Hi [Insert First Name],

As a visionary leader, you play a critical role in prioritizing food safety, quality, and corporate responsibility within your company *and* industry. But did you know you can set the bar higher—and join other industry leaders—by supporting the [PMA Gold Circle Campaign for Food Safety?](#)

[VERSION #2 – MARKETING/SALES/PUBLIC RELATIONS]

Hi [Insert First Name],

You're all about driving brand awareness in your marketing, sales and PR efforts, focusing on food safety, quality, and corporate responsibility. But did you know you can build trust, boost your brand's visibility *and* gain a competitive edge when you support the [PMA Gold Circle Campaign for Food Safety?](#)

[VERSION #1 & #2]

Look no further than the romaine lettuce *E. coli* outbreak to see the Gold Circle campaign in action. Before the situation even hit the news, PMA was in communication with the FDA and CDC, gathering intel to help members manage the crisis.

Food safety crisis is why PMA established the Gold Circle campaign — to provide the supply chain with the latest news, education, and research on the critical importance of food safety.

For a \$1,000 investment (just \$19/week), you reap these benefits (\$4,000 value):

- Increased visibility: *FREE* advertising to reach 20,000+ PMA event attendees.
- Competitive edge: *FREE* marketing toolkit to distinguish your company as a Gold Circle supporter.

- Research: *FREE webinars* or *discounted* registration to educational events covering the most up-to-date research in food safety and technology.

Supporting the Gold Circle campaign positions your company as a food safety leader. **Join by August 31, 2018**, to boost your company's visibility at **PMA Fresh Summit in Orlando, FL – October 18-20, 2018**.

[CTA] [Of course, I'll support!](#)

Questions? Contact ([name/title/phone](#))

Kind regards,
(PMA leader's name/title)
Produce Marketing Association (PMA)

[VERSION #3 – FOOD SAFETY RELATED/RESPONSIBLE]

Hi [Insert First Name],

As the food safety champion at your company, I am sure you stay up-to-date on protocols, regulations, and best practices. But did you know you can tap into crucial food safety programs for the global supply chain when you support the [PMA Gold Circle Campaign for Food Safety?](#)

Look no further than the romaine lettuce *E. coli* outbreak to see the Gold Circle campaign in action. Before the situation even hit the news, PMA was in communication with the FDA and CDC, gathering intel to help members manage the crisis.

The Gold Circle campaign provide the global supply chain with need-to-know news, education, and findings.

For a \$1,000 investment (just \$19/week), you reap these benefits (\$4000 value):

- Increased visibility: *FREE* advertising to reach 20,000+ PMA event attendees.
- Competitive edge: *FREE* marketing toolkit to distinguish your company as a Gold Circle supporter.
- Research: *FREE webinars* or *discounted* registration to educational events covering the most up-to-date research in food safety and technology.

Ready to get on board? Submit the Gold Circle campaign application before **August 31, 2018**, to boost your company's visibility at **PMA Fresh Summit in Orlando, FL – October 18-20, 2018**.

[CTA] [Support today](#)

Questions? Contact ([name/title/phone](#))

Kind regards,
(PMA leader's name/title)
Produce Marketing Association (PMA)