

ONEHOPE

Corporate Gifting Outreach Email Templates

Initial Contact Email

If you do not have a contact at the company or are not sure if the person you knows handles gifting, we suggest sending a “Lost Puppy” email for your initial contact. For a “lost puppy” email, you have a line at the end of the email saying "if you aren't the person who handles gifting, can you put me in touch with the person that does?" Below is an example.

Hi (insert contact name),

My name is (insert your name), and I am a Cause Entrepreneur with ONEHOPE. Nice to e-meet you!

ONEHOPE is a Napa Valley Winery built on hope and rooted in purpose. Through the sale of every bottle, ONEHOPE has donated \$7 million+ to causes around the world. With ONEHOPE, you are not only enjoying a glass of wine, but you are helping nourish the future.

Do you have some time for a call later this week or early next to connect? Please feel free to schedule a time that works best for you on my calendar, [HERE](#).

In the meantime, you can browse our ONEHOPE Gifting Catalog or onehopewine.com/corporate to see all of our offerings, virtual tasting opportunities and more. A few couple highlights are noted below:

- *BRAND NEW Gift Sets can be paired with any of our wines*
- *New opportunities to add your logo to our packaging and Etched Shimmer Sparkling Brut*

If you are not the right point of contact for gifts , would you mind sending an introduction to the correct person? Looking forward to hearing from you soon!

Cheers!

For the scheduling link, you should be able to use [Calendly](#). It will allow prospects to view your calendar and schedule time that works well for them to connect.

Follow Up Once You Have Connected

If you have connected with a new gifting lead, check out our “[How do I talk about Corporate Gifting?](#)” for questions to ask either via email or phone call, and resources to send in a follow up email. These questions should help you narrow down which gift will best suit their needs so you know which One-Sheet to send over.

Once you have confirmed interest, you are also more than welcome to copy in the Gifting team so we can further assist with questions, gift recommendations that fit their desired price point/budget, customization options, etc. If you also receive a high resolution logo, we would be happy to create a mockup for them to consider!

Follow Up Email If You Have Not Connected

If you have reached out and not heard back from the contact, a great strategy is to follow up to request a logo for the Gifting Team to create mockups, and to give them insight on our Mission and that their purchase will give back to a charity of choice! Below is an example:

Hi (insert contact name),

*I wanted to check in and see if you had any questions for the information I sent over. **Was there a gift or customization option that stood out to you?** If you have a logo handy, I would love to have a mockup created for you to consider!*

I also wanted to give a little insight to our mission at ONEHOPE of making an Impact with every purchase. With this in mind, we have built in a 10% donation to a 501c3 of your choice, which is no additional cost to you. This is a great way to give back to your local community and fundraise for a cause close to you.

If you have any questions, please do not hesitate to reach out. I am always happy to assist!

I hope to hear from you soon!

Follow Up Email to Confirm an Order

Once you have a contact interested in placing a gifting order, send the following email to confirm the order!

Hi (insert contact name),

Thank you for choosing ONEHOPE for your Gifting needs! I have provided the mockups here for your approval. If everything looks good, please fill out the attached Gifting Order Form to confirm the order.

Once we have a completed order form, we will issue an invoice for payment. After payment is received, we will begin production on your order. Please let me know if you have any questions or concerns. I'm happy to help!

Thank you again for making an impact with your purchase!