**Email Subject Line**: Seeking your support for *SAVE SOIL* – a global movement

Instructions: Each email needs to be customized based on the person you are writing to, the relationship you have with the person and the contact they have with the influencer of interest.

Dear \_\_\_\_\_\_\_\_,

Customize email based on your relationship with who you are writing to and/or add 1-2 customized sentences based on anything you know about them and their connection to soil/environment and/or sustainability.

I am reaching out to you to make you aware of a global movement, Save Soil, that aims to save soil from extinction and to request your support for this movement which appeals to leaders globally to urgently address the soil crisis.

The UN has reported that, unless we rapidly change how we manage our soils, 90% of it could become degraded by 2050, resulting in a global food crisis. In the US, soil degradation has led to 87% loss of micronutrients in our food. This is a serious yet silent crisis unfolding under our feet.

The Save Soil movement, started with the support of the **United Nations Convention to Combat Desertification** (UNCCD), aims to address this issue by creating mass awareness amongst **3.5 Billion people** (60% of the voting population around the globe) to support their leaders in instituting policies and actions to revitalize and bring back the topsoil.

The movement was launched by Sadhguru - a global leader and visionary with a proven track record for over 30 years of operating multiple [large scale environmental initiatives](https://www.ishaoutreach.org/en). Other prominent leaders have joined Save Soil including **Dr. Jane Goodall, His Holiness The Dalai Lama, Marc Benioff**, Mark Wahlberg, Rosario Dawson and Deepak Chopra. Save Soil aims to build momentum ahead of **UNCCD’s COP15** in Côte d'Ivoire in May 2022, appealing to the leaders convened to act decisively in addressing this crisis.

As the Save Soil movement picks up momentum, it is crucial that influential, credible voices speak in unison to bring awareness on soil extinction to the world's forefront. This is an opportunity for influencers to offer their reach as a platform to impact the future of our planet. Since you have a connection to (insert name), would you be able to introduce me to him/her? I would be happy to further discuss this with you on a call.

Looking forward to connecting with you.

Warm Regards

<Name>

Short Video Explaining the issue: <https://youtu.be/SCHqnkR7600>

Learn More: [SaveSoil.org](http://savesoil.org)

Overview Document: Download and attach this: [SaveSoil\_OVERVIEW\_PRINT.pdf](https://drive.google.com/file/d/1mKVFpzFj8wZGvbp2EK5of_7DAeUkxvKf/view?usp=sharing)