**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 <>,

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.

There are many things that your (organization/association) can do to support the movement from sending out awareness emails to your database, or creating a simple video for social media to show support (#SaveSoil), or engaging with the posts from Sadhguru’s Facebook, Instagram, and Twitter handles, or share flyers about the movement.

As we approach the launch of the movement in March, it would be wonderful to have your endorsement and support with amplification of our social media content, or you can create your own and use #SaveSoil in your posts. Please let me know if we can count on this support, or if you would like to discuss it over a call.

Would be happy to set up a call to discuss further. Looking forward to speaking with you soon.

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)

Attachments: Flyer