**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 <>,

My name is <> and I am part of the <> division in <company name>. I am reaching out to you to make you aware of a global movement, Save Soil, that aims to save soil from extinction.

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.

It would be wonderful if <company-name> can partner/show support for this much needed cause. Would you be available for a 15-20 min call to discuss how (company/association) can be part of this global movement? Here are ideas on ways to support this initiative:

* Sharing with employees or associates through an email, newsletter or other modes of internal communication to raise awareness about soil extinction.
* Leaders can talk about the need to Save Soil at internal meetings or events.
* Amplifying posts on #SaveSoil or posting on social media accounts about #SaveSoil

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)