**Template 1**

Greetings (*insert name*)

You are an inspiration. Love what you are doing in and for the world. (*You can add this if relevant*)

I am part of a global team bringing the issue of soil extinction to the forefront of humanity’s attention. The UN and other key organizations have 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 alone, soil degradation has led to an 87% loss of micronutrients in our food. This is a serious yet silent crisis unfolding under our feet with significant impact on this and future generations. For more information, please visit [SaveSoil.org](http://savesoil.org)

Requesting your support for this important movement, #SaveSoil, started with support of the United Nations Convention to Combat Desertification, andjoined by leaders like **Dr.Jane Goodall, His Holiness The Dalai Lama & Marc Benioff**. (<https://www.consciousplanet.org/our-supporters/>).

Would you be interested to participate in this initiative ?

**Template 2**

Dear <>,

I am part of a team bringing the issue of soil extinction to the forefront of humanity’s attention. The UN and other key organizations have 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. For more information, please visit [SaveSoil.org](http://savesoil.org)

Requesting your support for this important movement, #SaveSoil, started with support of the United Nations Convention to Combat Desertification, and joined by leaders like **Dr.Jane Goodall, His Holiness The Dalai Lama & Marc Benioff** (<https://www.consciousplanet.org/our-supporters/>).

I am very inspired by the sustainable practices you are leading at <Company Name>. (*You can add this if relevant*). Please let us know if you are able to voice your support to spread awareness ?