**CORPORATE/MEDICAL EMAIL - WE HAVE NOT WORKED WITH IN PAST:**

Subject line: Help to Create Awareness for Soil Crisis

Dear <NAME>,

We are reaching out from Conscious Planet- Save Soil initiative, a nonprofit, interested in collaborating with you about creating awareness regarding soil health. As 52% of the world's agricultural soil is already degraded, this global project aims to raise the support of 3.5 billion people to drive policies in all democratic nations towards revitalizing soil health. For this to happen, support is needed from each citizen and organization to come together to secure soil health for generations to come.

The Save Soil Movement builds on Isha Foundation’s previous 4 decades of experience implementing large-scale ecological initiatives. This initiative has support from the United Nations - Convention to Combat Desertification, World Economic Forum, World Food Programme\*, Food & Agriculture Organization of United Nations and well as leading soil scientists, [Dr. Rattan Lal and Dr. Elaine Ingham.](https://consciousplanet.org/our-supporters) Six Caribbean nations have already signed MOU’s with Savesoil pledging to initiate concrete action in their countries to reverse and halt soil degradation. (See Media: [savesoil.org](https://consciousplanet.org/)).

We need your voice to amplify the message of soil degradation. Below are a few ways to show support:

* **Message amplification:** Amplify the Save Soil message in your network of stakeholders. This can include sending emails/newsletters, posting on social media, talking to leaders and at internal meetings/events.We can provide sample content for any/all of the above**.**
* **Brand Association:** Provide formal support to Save Soil movement and allow usage of your logo on Save Soil website and communications (e.g. of other supporters: UN Environment Program, World Food Programme (WFP), Food & Agriculture Organization (FAO))
* **Video of Support:** Provide a short video (30-90 secs) showing your support for Save Soil and share it on your social media. Please send us your link so we can feature on the various Save Soil Social Media platforms as well. You can find videos from our existing supporters including [Dr.Jane GoodAll, Marc Benioff here](https://consciousplanet.org/our-supporters)

If you are interested in supporting, have questions or would like to discuss additional ideas on how we can collaborate, please respond with your time availability and we can set up a call to meet. See [savesoil.org](https://consciousplanet.org/) to learn more.

Warm regards,

Save Soil Outreach Team

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Statistic reported by United Nations Convention to Combat Desertification Executive Secretary Ibrahim Thiaw, 2020: <https://www.unccd.int/news-events/world-soil-day-2020-keep-soil-alive-protect-biodiversity>

Isha Outreach: <https://www.ishaoutreach.org/en>

[*Watch the Save Soil video*](https://www.youtube.com/watch?v=SCHqnkR7600), which explains the aim of the Save Soil movement.

***Isha Foundation in brie****f:*

*Isha Foundation*: founded by Sadhguru, is a non-profit organization that aims to bring physical, mental, and spiritual wellbeing to all. For over 30 years it has been engaged in work to restore the environment and it is recipient of India’s highest environment award – the Indira Gandhi Paryavaran Puraskar. The organization works in close partnership with leading institutions focused on restoration and is accredited to the United Nations Convention to Combat Desertification (UNCCD), and UN Environment (UNEP).

***Isha Outreach***: Isha’s [social outreach initiative](https://www.ishaoutreach.org/en), implements several large-scale human service projects to support individual growth, revitalize the human spirit, rebuild communities, and restore the environment. It is a member organization of IUCN.

The *SAVE SOIL* movement is a joint initiative of *Isha Foundation* and *Conscious Planet*, in partnership with the United Nations Convention to Combat Desertification (UNCCD) and several other leading institutions.