

EMAIL 1:

Subject: Make the World a Happier Place

Text:

How do you make the world a happier place?

If you're still figuring that out, I invite you to learn about #HappyActs by Live Happy.

Live Happy is dedicated to promoting and sharing authentic happiness. They are a magazine, digital voice, podcast, store, resource and movement about a timeless quest: Living a happy life.

#HappyActs by Live Happy are small actions that create a big impact. Once you understand the power of happiness, it changes your thinking. You act and interact differently. If you value spreading happiness to make someone's day a little brighter, then learn more about #HappyActs.

I would like to invite you to our happiness wall at **[insert location address]** on **[insert date and time]** in celebration of the International Day of Happiness—come for a day of fun and camaraderie!

CTA Button: MAKE THE WORLD A HAPPIER PLACE [link to www.happyacts.org].



Right click on the image above to save to your computer.

EMAIL 2:

Subject: Do, Learn, Share

Text:

Make the conscious choice to do #HappyActs by Live Happy.

In 2012, the United Nations established March 20 as the International Day of Happiness. Each year leading up to the International Day of Happiness, Live Happy inspires people to do good deeds and promote happiness during the month of March through its #HappyActs campaign.

DO

Perform #HappyActs and make the world a happier place. Find daily ideas on the HappyActs [calendar](#). Visit my happiness wall at **[insert location address]** on **[insert date and time]** in celebration of the International Day of Happiness—come for a day of fun and spreading joy!

LEARN

Learn more about why you get that warm, fuzzy feeling when you share #HappyActs and [subscribe](#) to Live Happy's fun-filled, happy emails with science-backed tips on living the happiest life possible.

SHARE

Take a picture or video and share it on social media with **#HappyActs** then view your post (and everyone else's on Live Happy's [tagboard](#)!

CTA Button: LEARN MORE [link to www.happyacts.org]



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EMAIL 3:

Subject: Celebrate the International Day of Happiness on March 20

Text:

Do you want to help brighten the day-to-day lives of people around you?

Join Live Happy for a special celebration leading up to the International Day of Happiness on March 20. With its fourth annual campaign, Live Happy will share small, simple actions and “happy learnings,” known as [#HappyActs](#), on its social media channels and website.

I invite you to help make the world a happier place by performing these daily #HappyActs and joining me for a day of spreading joy at my happiness wall at **[insert location address]** on **[insert date and time]**! This is a fun, easy way to focus on spreading joy, engaging those around you and becoming a part of the global movement.

CTA Button: JOIN THE MOVEMENT [link to www.happyacts.org]



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EMAIL 4:

Subject: Bringing More Happiness to You

Text:

In 2012 the United Nations established March 20 as the International Day of Happiness. Each year Live Happy leads the way with a #HappyActs campaign to spread happiness around the globe.

#HappyActs are small actions with a big impact that can make someone's day a little brighter. Every day throughout the month of March, *Live Happy* promotes different acts of kindness that you can do and share. In conjunction with #HappyActs, more than 100 happiness walls will be setup across the nation and around the World.

I am bringing more joy to **[insert location address]** on **[insert date and time]** by hosting my very own happiness wall! I encourage you to stop by with your friends and family to post, share and participate on how you share happiness!

CTA Button: JOIN THE MOVEMENT [link to www.happyacts.org]



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EMAIL 5:

Subject: Are You Ready to Make the World a Happier Place?

Text:

For the International Day of Happiness on March, 20 Live Happy has led the way with the largest awareness campaign of any organization called #HappyActs. This year, I have partnered with Live Happy to acknowledge and celebrate the importance of happiness, health and well-being by hosting a happiness wall at **[insert location address]** on **[insert date and time]**!

If you believe in happiness as a life practice and would like to create more awareness, then spread the word about #HappyActs. This campaign will bring increased personal, societal and global happiness. Join it!

“Happiness embraces growth and possibility, human connection and suffering; it gives us the courage to live fulfilling, authentic lives. It is about what matters most in life, and that’s why it means so much to Live Happy to share it with the world.”

—Deborah K. Heisz, Co-Founder and CEO of Live Happy

CTA Button: JOIN THE MOVEMENT [link to www.happyacts.org]



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