Telling influencer staff about reuse

# How to use this document

Use this content to send an email to influencer staff \*Please edit as you see fit when you see the asterix. Top tips appear Where you see italics.

# When to use this document

This content is to be used to encourage influencer staff to sign up to your reuse system and tell their colleagues! Use it as part of your communication plan at any point in the campaign.

# Where to use this document

Use this document as a basis for an email.

# Why use this document?

It is important to tell staff why you are doing this and how.

# Subject line

Dear @Name@

You have been chosen to receive this email because we know you are interested in reducing your budget spend and helping other staff do the same.

@Organisation name@ have implemented an \*equipment/furniture/resource\* reuse and management system called Warp It.

Warp It makes it very easy for staff who are potentially going to buy an item or assets to check online to see whether anyone else in the organisation (or beyond in partner organisations\*) has the item surplus to requirements already.

This is all about saving you time and money and being smarter with our existing resources.

By matching donors to recipients you can reduce procurement costs and admin time. We can also contribute towards our carbon and waste reduction efforts.

We know that you are a person of influence across your department.

We would like to give you a personal demo of the system- to show you how you and your colleagues can benefit.

The demo should take about 20 minutes.

When is a good time for you?

If you have any questions about the new scheme please get in touch with @insert admin contact details@