

Father/Daughter Focused Email Copy

Subject: Take your daughter fishing to build confidence and grit

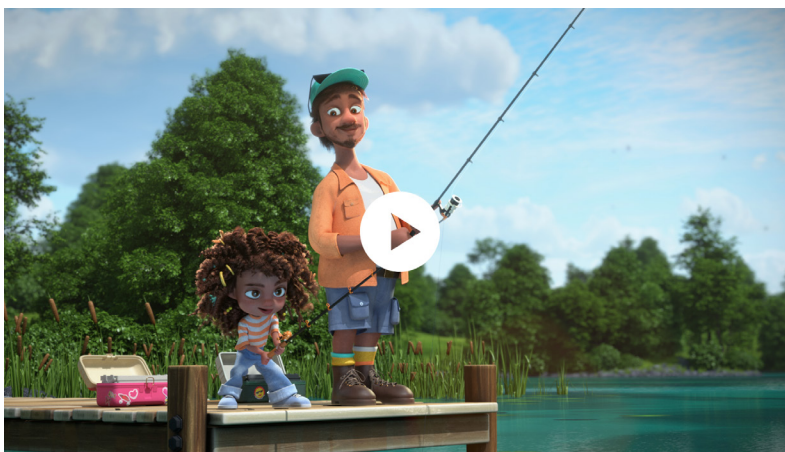
Copy: Women who fish have significantly greater grit, confidence, and self-esteem than women who don't. Yet, girls stop fishing at an 11% higher rate than boys.

This summer, let's get them back on the water.

In partnership with Take Me Fishing™, all of us here at [ORGANIZATION NAME] are joining the nationwide Second Catch campaign to help fathers and daughters connect – or reconnect - over a love for fishing together. Want to be a part of this movement? Here's two easy ways to get started:

- [LINK: <https://www.youtube.com/watch?v=ySJlb5Gakdg> or your own co-branded video link] [Check out and share the Second Catch animated video](#): Reel in the heartwarming journey of a father and daughter whose shared love for fishing drifts apart—only to be rekindled years later when the daughter's passion brings them back on the water.
- [LINK: <https://www.evite.com/invites/brands-characters/second-catch/>] [Send an invite to go fishing!](#) A day on the water with dad can lead to a lifetime of benefits. Need some inspiration? You can head over to Evite for some fun themed digital invitations to get out there and reel in the benefits.

Click here to watch Second Catch!



Note: Link this image to YouTube, or wherever you want clients to watch your video

Learn more at:



Note: Link this image to <https://www.takemefishing.org/secondcatch/>

Parent/Neutral Focused Email Copy

Subject: Hit the water with somebody you love this summer

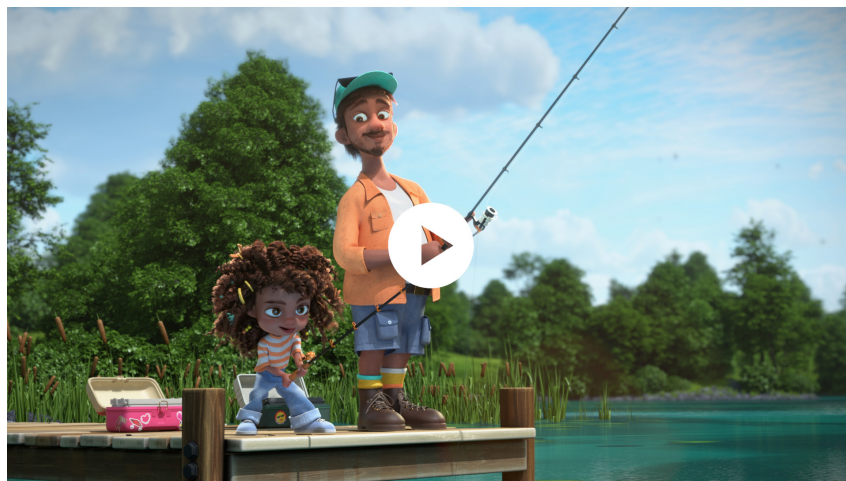
Copy: When you share fishing with someone you love, the benefits – increased confidence, grit, and resilience - stick with them for the long haul. This summer, let's get them back on the water.

In partnership with Take Me Fishing™, all of us here at [ORGANIZATION NAME] are joining the nationwide Second Catch campaign to help families connect – or reconnect - over a love for fishing together. Want to be a part of this movement? Here's two easy ways to get started:

- [LINK: <https://www.youtube.com/watch?v=ySJlb5Gakdg> or your own co-branded video link] [Check out and share the Second Catch animated video](#) Reel in the heartwarming journey of a father and daughter whose shared love for fishing drifts apart—only to be rekindled years later when the daughter's passion brings them back on the water.
- [LINK: <https://www.evite.com/invites/brands-characters/second-catch/>] [Send an invite to go fishing!](#) A day on the water with a loved one can lead to a lifetime of benefits. Need some inspiration? You can head over to Evite for some fun themed digital invitations to get out there and reel in the benefits.

Make lifelong memories and build lifelong skills when you take your children fishing.

Click here to watch Second Catch!



Note: Link this image to YouTube, or wherever you want clients to watch your video

Learn more at:



Note: Link this image to <https://www.takemefishing.org/secondcatch/>