## Email Subject: Announcing Our New Logo

Dear [First Name],

We’re so excited to share some wonderful news! We’ve updated our look and logo!



Designed to be approachable to a broader demographic, Christian-forward, and mission-centric, this new logo is part of our ongoing commitment to the advancement of our mission and will position us well for our future.

Established in 1977, the Love INC Movement has grown significantly over our 45 years of ministry. As of 2022, we are located in over 115 communities across 29 states, as well as 7 districts within Nairobi, Kenya. But for the first time in almost 20 years, we’re thrilled to feature a fresh, new look that reflects our core desire for unity and connectedness. We connect churches to one another and their community. We connect community members to resources and support. Yet, we’re always cognizant that it isn’t Love INC that does the true work in any given life or community. We simply establish the scaffolding upon which connection and growth can be cultivated. We create spaces where church volunteers and community members' lives intersect and reciprocal transformation can occur. After that, the body of Christ rises up to do what it does best—care for one another and point people to God.

Love INC’s mission is to mobilize local churches to transform lives and communities In the Name of Christ, because we dream of a world where Christian churches, regardless of denomination, are united in purpose and fully engaged in actively living out their faith by lovingly serving people in need in their communities. And we’ve been partners in this work in [city/region] for XX years. Over those years, we’ve accomplished so much:

* Proof Point 1 example: Serving over 1490 neighbors
* Proof Point 2 example: Distributing $52,622 worth of personal care and household cleaning items
* Proof Point 3 example: spent $76,040 on rent and utility assistance, keeping families safe and in their own homes

We can’t wait to lean into our future together.

If you aren’t yet aware of how Love INC helps churches help people in our community, be sure to visit [affiliate website]. If you’d like to learn more about the Love INC Movement as a whole, visit **loveinc.org**.

Together In Christ,