

Subject A: Hey [Name], Prizes Totalling \$850 Could Be Yours! 🤗💰💰

Subject B: More Actions = More Chances to Win \$850 in Gift Cards! 🏆💰

Preheader: Earn points and win big with our newest giveaway!

Block 1

More Actions, More Points & More Chances to Win! 🏆

Hey [Name],

Ready to turn your actions into rewards? 🎉

Our **Points for Action Giveaway** is here, and we're serving up a total of **\$850 in PC gift cards!**



Earning points is easy! You can:

- [Head to our giveaway page](#)
- Follow us on social media ([Facebook](#), [Instagram](#))
- [Read a blog](#)
- Download the iCash app for [Android](#) or [iPhone](#)

Each action you take earns you points!

And here's the best part: more actions = more points = more chances to win BIG! 💰

Prizes include:

- 🥇 \$500 President's Choice Gift Card for first place
- 🥈 \$250 President's Choice Gift Card for second place
- 🥉 \$100 President's Choice Gift Card for third place

The contest runs from **April 8 to 17**. Don't miss your chance! 😊

CTA Button: [Join The Giveaway Today!](#)

Block 2

Tax Season Wrapping Up — Are You Ready? 📝💰

The April 30th deadline is right around the corner! If you haven't filed yet, don't stress! [Our blog has an easy checklist of mistakes to avoid](#), to help you get everything in order before time runs out.

Need some last-minute funds to deal with a financial crisis? We've got your back. Get up to \$1,500 on the same day, via e-Transfer!

CTA Button: Apply with iCash today