

Suggested subject line: Your Garden Landscaping Project

Dear [INSERT CLIENT NAME],

I hope you’re well and don’t mind me contacting you.

Our business is a member of the Association of Professional Landscapers (APL), and together we want to help other people to achieve and enjoy their dream gardens too.

To help us with this, we’d really value your views on what inspiration and information you found useful when you were thinking about getting your garden landscaped, via the survey on the link below which should take around 5 minutes to complete:

[**https://www.surveymonkey.com/r/CKQYD6K**](https://www.surveymonkey.com/r/CKQYD6K)

Importantly, for every completed survey, the APL will donate £10 to Greenfingers Charity (registered charity no 1076640). Greenfingers builds gardens in hospices across the UK for life-limited children, their families and carers, to improve their time together. We’re aiming to donate up to £1,000 through this research, so every response really will make a difference.

We’d really appreciate it if you could spare the time to share your thoughts and support this worthy cause. The survey is being conducted purely for research purposes and according to the Market Research Society’s Code of Conduct.

Best wishes,

[INSERT YOUR BUSINESS SIGN OFF]