**Institutions**

**EMAIL:**

Subject Line: Fulbright Store Launch – Show your Institution’s Fulbright Pride!

Body:

Dear @@FIRST\_NAME@@,

We are pleased to announce to you the opening of our online Fulbright store! **Your source for Fulbright gear – store.fulbright.org.**

Fulbrighters want to show their Fulbright pride and know their University supports the Fulbright program. Make the Fulbright presence on your campus visible and give your Fulbrighters a walking branding tool to encourage others to apply for the program. Our new Fulbright online store is filled with Fulbright gear that can be customized for <insert school name here>.

“I call myself a ‘self-appointed cheerleader’ for Fulbright.  All of these products are conversation pieces and help me to make connections with Fulbrighters.” Dr. Darlene DeMarie, Fulbrighter to South Africa and the Fulbright Advisor at University of South Florida

The Fulbright program is the largest academic exchange program in the world today and is hailed as one of the most successful bilateral programs in US history. Students and faculty have enriched U.S. campuses like yours through Fulbright exchanges since the program’s inception in 1948.

Our store launch includes a spring sale promotion of 20% on water bottles! We are also pleased to offer a 10% discount to our institutional members, as well as a bulk discount on purchases of $50 or more. Interested in customizing our products with your institution’s name? Select the custom order tab on store.fulbright.org.

Happy shopping!

The Fulbright Association Team