

"From" field has been changed from the actual sender. Many email clients will only display the beginning of a long name before being cut off

Deadline to make this email seem urgent and extremely pressing

**From:** ⚠ Midnight Deadline (via JaimeHarrison.com)  
**Subject:** re: *Lindsey Graham*

"re:" placed to make to this email look like a reply, when it is not

With less than two hours until our deadline tonight, we're SO close to our **2,500 donation** goal to DEFEAT Lindsey Graham!!

All we need is 549 more donations before MIDNIGHT.

This number continuously ticks downwards from 549 at random increments once the email is opened

**479 DONATIONS TO GO**

**Chip in \$10 immediately →**

If we hit this crucial fundraising target, it'll be a huge boost for Jaime before our public deadline and a **MASSIVE blow** to Lindsey Graham.

OFFICIAL

**2019 DONOR STATUS**

Our Email

**NO DONATIONS (PLEASE CHIP IN!)**

**It's not too late to make your first donation to DEFEAT Lindsey Graham.**  
Please give whatever you can by MIDNIGHT tonight →

- Chip in \$10 immediately →**
- Chip in \$25 immediately →**
- Chip in \$50 immediately →**
- Chip in \$100 immediately →**
- Chip in \$250 immediately →**
- Or chip in another amount →**

GO GO GO!

-- [JaimeHarrison.com](http://JaimeHarrison.com)

"From" field changed to make it appear as if you have responded to this email before, and it is part of an ongoing thread

**From:** finance, me (2)  
**Subject:** Status *pending*

Subject phrasing intended to make it appear as if reader's money is being held up

Friend,

Our campaign is facing its biggest deadline yet in less than 48 hours and we need your help.

**Before this quarter is over, and fundraising results are made public, we still need 467 supporters to chip in \$5 or more. Can you help?**

**CHIP IN →**

Right now, our campaign is a 100% digital and your online support allows us to continue building the momentum to help Martha win.

The Left will be scouring our reports for any sign of weakness, and this is our chance to demonstrate the strength of our campaign.

**So please, if you're able to lend your support chip in \$5 or more before Tuesday.**

Sincerely,  
Team McSally

**CHIP IN →**