

# Sample Loyalty Email Copy

Adapt this sample email text to remind loyalty customers of your organization's commitment to responsible gaming. The highlighted areas are meant to be personalized to your organization's responsible gaming practices.

**Subject:** A Message from [Organization Leader]

**Pre-Header:** Join Us in Celebrating Responsible Gaming Education Month

[Name],

Thank you for choosing to be a [loyalty program name] member. At [organization], we pride ourselves on delivering unmatched, world-class gaming entertainment for you and all of our guests.

Part of delivering against this mission is ensuring gaming remains just that: fun and entertaining. This September, we are proud to join our industry in recognizing Responsible Gaming Education Month and take a moment to remind our most valued guests of how you can play responsibly. Here are a few tips to keep in mind:

1. **Set a Budget.** Responsible gaming means enjoying sports betting purely for fun. There's no one-size to budgeting as everyone's risk tolerance and entertainment budget is different. You can establish your own limits by developing a set of personal guidelines to determine when and how much to wager. Once you set your budget, stick to it.
2. **Keep It Social.** Play with friends, family, and others. Responsible gaming means keeping it social and ensuring your gaming remains fun.
3. **Learn the Game.** Whether sports betting, igaming, slots or table games, there are rules and odds for every game. Take the time to understand how the games you're playing work.
4. **Play Legally.** When you gamble, always bet with legal operators who are licensed by state or tribal regulators to ensure fair play and consumer protections.

Be sure to check out the responsible gaming tools [link to website] available to you to set limits, monitor your play and more.

We look forward to welcoming you back soon for fun experience at [organization name].

Thank you,  
[Organization Leader]