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:: DIRECTIONS ::

- Below you will find the KidMNML Gift Email Template. This is meant to be a starting point. Feel free to remove/add/modify/adjust/tweak/revise the sections of this email to best suit your needs.
- All areas in red are meant to be personalized by you with either your name, your child's name, or other specifics.
- There are three main sections for the types of gifts. If any of the sections do not make sense to you, just delete them entirely and the letter will still flow properly.
- If you have any questions at all (or suggestions for improving the template), please do not hesitate to contact us at [hi@kidmnml.com](mailto:hi@kidmnml.com)

Thanks!

Jasmine & Slade  
Team KidMNML

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Hi [Recipient name],

I want to start by saying how lucky we feel to have all of you in our lives. Part of your what makes you so wonderful and generous is that you want to purchase gifts for [Child's Name]. We cannot tell you how much we are grateful for your kindness. It really does mean the world to us.

I am writing you today to open a dialog about this act of gift giving. As you may or may not know, we are trying to live a little more minimally by focusing less on the quantity of stuff and more on experiences, quality life improving products and the people in our lives. Therefore, I thought it would be best to be open and honest with you so we can all be on the same page.

We greatly value life experiences. We feel we will be happier by focusing on spending time with those we love and/or doing the activities that bring us the most joy. So the best gifts to get [Child's Name] would be something you can participate in together. It would be ideal if you could be here to enjoy these activities with [Child's Name] as [he/she] would always prefer to spend a day with you over any toy. We know you are busy and this isn't always possible and that is perfectly fine too.

Here are some activities [Child's Name] would love and [he/she] would be extremely appreciative of these experiences as a gift for a special occasion:

- Experience Gift #1
- Experience Gift #2
- etc...

If you would prefer to purchase a physical gift, that's awesome. Just because we are trying to have less stuff doesn't mean there aren't still products out there we can definitely use. We just want to make sure anything that [Child's Name] receives is going to be used and loved. So here is a list of some things [he/she] would like.

- Practical Gift #1
- Practical Gift #2
- etc...

Some of you have also inquired about helping [Child's Name] save for the future. We want to give [him/her] all the opportunities in the world and that will definitely require money for education and other opportunities down the road. If this is something you would be interested in, here are some financial funds to contribute to or gifts to help [Child's Name] be set up for success in the future:

- Financial Gift #1
- Financial Gift #2
- etc...

We are also trying to teach [Child's Name] about the joys of giving as well. If you would prefer, you can make a donation to one of the following charitable organizations on behalf of [Child's Name].

- Charitable Organization #1
- Charitable Organization #2
- etc...

I apologize if this email comes off as being rude or pushy. That is not our intention at all. Again, the biggest gift you could ever give [Child's Name] is your love, your compassion, and your wisdom as [he/she] grows.

I want to reiterate that you are only being emailed because we love you and you are an extremely important part of [Child's Name]'s life. We are trying to build a life full of happiness and joy and we want you to be a part of it.

If you have questions, please let us know.  
Cheers to a very happy holiday season!

Love always,  
[Your Name]

