

This is a sampling of a 36-email nurture campaign written to create joy and excited for participants of a spiritual pilgrimage to Hawaii in November 2022.

Hawaii nurture email 4

Subject:

A: Welcome Your Week with a Little Aloha

B: We See You Monday!

Hi ~Contact.FirstName~,

*"Aloha means we're friends forever—especially if you're invisible."
—Shai, age 6*

Are we not the most grateful for the friends who see us even on the days we feel invisible?

May the week ahead make you feel seen and loved for exactly who you are.

Maholo (thank you),

Drs. Judith and Bob Wright

P.S.

[Click here](#) for more information on our upcoming Hawaii journey and how you can join us.

Hawaii nurture email 8, Wed 8/24

Subject:

A: What Grows from This?

B: What Makes Life Lush?

Hi~Contact.FirstName~,



What grows from hardened black lava?

Lush forests!

Lava creates some of the most fertile soil possible. So don't be afraid to let yourself occasionally erupt.

Good things come out of not holding things in.

Maholo (thank you),

Drs. Judith and Bob Wright

P.S.

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Hawaii nurture email 12, Fri 9/2

Subject:

A: Do You Have a Favorite Word?

B: This Math Will Make You Smile

Hi~Contact.FirstName~,

*“Aloha is my favorite word because when you say it, it makes everyone smile.”
—Makoa, age 5*

One word that makes everyone smile? Thank you for this truth, Makoa!

We couldn't help but do the math. *If one word can make everyone smile, and a smile is worth a thousand words, then Aloha truly speaks volumes!*

Maholo (thank you),

Drs. Judith and Bob Wright

Hawaii nurture email 18 - 9/16

Subject:

A: What to Do Before You Say Goodbye

B: Do You Want to Come Back?

Hi~Contact.FirstName~,

"Aloha is when you have to say goodbye, but you want to leave a piece of you behind because now you have to go home."

—Sera, age 7

In the 1900s, visitors who traveled to Hawaii by boat would throw their lei back into the ocean as the ship passed Diamond Head.

They hoped that, like the lei, they too would return to the island again someday.

Our western mindset is too often focused on what we can take with us from our travels. How beautiful to flip it to, what *of ourselves can we leave behind in gratitude?*

Maholo (thank you),

Drs. Judith and Bob Wright

Hawaii nurture email 19 - 9/18

Subject:

A: Do You Have a Forgiveness Practice?

B: Is Your Heart Heavy?

Hi~Contact.FirstName~,

Ho'oponopono is a traditional Hawaiian practice of reconciliation and forgiveness. Simply translated, it means to "cause things to move back in balance" or "make things right."

For others AND yourself.

Simply chant these four phrases:

I'm sorry.

Please forgive me.

*Thank you.
I love you.*

Repeat these words as you release guilt, shame, resentment, and anything else weighing you down.

May you forgive and feel forgiven.

Maholo (thank you),

Drs. Judith and Bob Wright

P.S.

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Hawaii nurture email 22

Send date: 9/30

Subject:

A: Can You Fight Like a Hawai'ian?

B: Are You a Lover or a Fighter or Both?

Hi~Contact.FirstName~,

"My grandmother gave me the wisdom and courage to use the Hawai'ian fighting technique—a hug."

—Brian Kealana

Imagine if we chose to battle out all our conflicts with hugs.

Today, may you find the wisdom and courage to fight like a Hawai'ian.

Maholo (thank you),

Drs. Judith and Bob Wright

**Hawaii nurture email 27
10/12**

Subject:

A: Maybe You're a Flower Child After All?

B: Welcome to A World Defined by Flowers

Hi~Contact.FirstName~,



"I have never walked off a plane in Honolulu without experiencing the same indefinable softening...the same overwhelming impression of a world defined by flowers."

—Joan Didion

Hibiscus, lilies, roses, daisies, magnolias, iris, tulips, orchids, hyacinth...

How might the world feel differently to you today if it was defined by flowers?

Maholo (thank you),

Drs. Judith and Bob Wright

Hawaii nurture email 36

Subject:

A: One Last Crucial Bit of Wisdom

B: One Last Aloha for Your Day

Hi~Contact.FirstName~,

*"E Aloha Kekahi I Kekahi."
(Love One Another.)*

There is no simpler yet more important message than this.

We hope that these emails have brought you joy over the past few months and that Hawaii's sacred wisdom and pure love have stayed with you long after the emails have left your inbox.

May you continue to thrive in Aloha.

Maholo (thank you),

Drs. Judith and Bob Wright

P.S.

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