

# SAMPLE SOLICITATION EMAIL

You're invited to participate in United Way Women United's *12th Annual Power of the Purse Luncheon and Silent Auction Presented by KeyBank Key4Women!*

The ongoing effects from the pandemic, inflation and other factors continue to put a strain on households already walking a financial tightrope.

Proceeds from this event support programs, services and initiatives that help women and families get on the pathway to a financially-secure future; connect individuals with skills and training for jobs in our region as well as provide the financial services and supports to achieve their goals. Visit [unitedwayinc.org/results/success-stories](https://unitedwayinc.org/results/success-stories) for testimonials.

Making a tax-deductible contribution to the silent auction is the perfect way to build your brand while making an impact on the lives of women and families in our community. Attended by more than 1,000 guests annually, *Power of the Purse* has expanded its geographical reach through the virtual auction platform. Additionally, we invite you to [purchase a ticket](#), make a donation and share the event with your friends and colleagues.

Please help us make an even greater impact this year by donating an item for the [silent auction and completing the donation form](#) by **Friday, May 18**. Donations may be mailed to: United Way, attn: Lauren Pereira, 30 Laurel Street, Hartford, CT 06106, or you may email [lpereira@unitedwayinc.org](mailto:lpereira@unitedwayinc.org) with questions and special requests.

## Suggested items include:

- New designer handbags
- Related purse accessories
- Gift certificates for professional services or local restaurants
- Gifts dads would enjoy – just in time for Father's Day!
- Bottle of wine for a large "stock your cellar" basket
- Vacations or experiences
- Themed gift baskets: ex. gamer, Lego, self-care, innovation, work from home or create your own theme!

Thank you in advance for your support.

Sincerely,

**[NAME]**

Women United's *Power of the Purse* Silent Auction Committee Member

\*Donations are tax-deductible. Auction donation form must be completed for each item.  
United Way of Central and Northeastern Connecticut's Tax ID number: 06-0646653

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Presented by KeyBank Key4Women!**

**June 8, 2023 | 11:00 a.m. - 1:30 p.m. | Connecticut Convention Center  
Featuring Keynote Speaker Jessica Bruder, Bestselling Author and Journalist.**