

SAMPLE E-MAIL FOR STEERING COMMITTEE OUTREACH: WOMEN UNITED POWER OF THE PURSE

Please feel free to customize the following text by copying and pasting it into a letter or email.

Dear X,

I am excited to support United Way Women United's *12th Annual Power of the Purse Luncheon and Silent Auction Presented by KeyBank Key4Women* this year and am hoping you will join me! Funds raised at this event benefit United Way-supported initiatives that help local women and families achieve financial stability.

Power of the Purse takes place June 8, 2023 from 11:00 a.m. – 1:30 p.m. at the Connecticut Convention Center. There are several ways you can support:

- 1. Purchase a full or half table; or, a ticket for yourself (and hopefully another for a friend!).**
- 2. Secure a sponsorship from your workplace or another business.**
- 3. Donate (or solicit a donation) an item to the silent auction.**
- 4. Share this event to your social media networks to help spread the word and encourage people to make tax-deductible charitable gifts.**

Thank you for supporting a cause close to my heart!

Sincerely,

X

2023 Women United *Power of the Purse* Steering Committee Member