

SAMPLE E-MAIL FOR COMMITTEE OUTREACH:

WOMEN UNITED *POWER OF THE PURSE*

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

Dear [X],

Thank you for your support of Women United's *Power of the Purse Luncheon and Silent Auction Presented by KeyBank Key4Women* which brings people together to network while raising funds to help women and families achieve financial security. As more people struggle to make ends meet due to the complex job market and new sets of challenges, your support matters now more than ever. By participating in this year's event, you are ensuring that people receive job training, financial education and savings opportunities. I hope that you will join us in-person for *Power of the Purse* on Thursday, June 8, 2023, at the Connecticut Convention Center featuring keynote speaker, Jessica Bruder- journalist and bestselling author of "Nomadland: Surviving America in the Twenty-First Century".

Our 2023 sponsorship packet is attached, you can also click [here](#) to view sponsorship opportunities.
[Need to attach pop info.]

Please let me know if you have any questions. We look forward to seeing you at this year's event!

Sincerely,
[X]

Key Talking Points: Power of the Purse

Event Background

- This year, members of Women United are rallying together to help women and families achieve financial security in our community at the *12th Annual Power of the Purse Luncheon and Silent Auction*.
- **This event IS Women United's signature philanthropic event of the year.**
- Together, we will have an opportunity to network and connect with one another, while also raising funds that will benefit United Way and its supported programs focused on job training, financial education and savings opportunities to help women and families achieve financial security during these challenging times.
- Event will be in-person and held on Thursday, June 8th at the Connecticut Convention Center 11 a.m. – 1:30 p.m.
- Sponsorship opportunities are available that offer brand lift opportunities for your company.
- Don't miss this great opportunity to connect for a good cause. This year's event will feature keynote speaker – Jessica Bruder- bestselling author and journalist of "Nomadland: Surviving America in the Twenty-First Century"

United Way Women United's *12th Annual Power of the Purse Luncheon and Silent Auction*
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.