



SAMPLE SOLICITATION EMAIL

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

Dear [X],

Thank you for your support of United Way's 3rd Annual LIVE UNITED Golf Tournament which brings people together on the golf course while raising awareness and funds to support local families on the pathway toward financial security and ensuring their basic needs are met.

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 you will join us for the 3rd Annual LIVE UNITED Golf Tournament on Monday, May 22, 2023 at Shuttle Meadow Country Club in Kensington, CT. Our sponsorship packet is attached; you can also [click here to view sponsorship opportunities](#). **[Attach sponsorship packet]**

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

Sincerely,

[Your Name]

Key Talking Points: LIVE UNITED Golf Tournament

- This year, United Way supporters are gathering on the golf course to raise awareness and funds in support of ALICE* households and ensuring people across our region have their most basic needs, such as food and shelter, met.
- ALICE is a United Way-coined acronym that stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. ALICE works hard, often multiple jobs, but cannot get ahead financially as the cost of living has exceeded wages in Connecticut.
- Together, we will have an opportunity to network and connect with one another while also supporting a worthy cause, including programs, services and initiatives focused on job training, financial education and savings opportunities.
- This event takes place Monday, May 22, 2023 at 10:00 a.m. at Shuttle Meadow Country Club in Kensington, CT. Lunch and dinner will be provided.