## Subject Line (Pick One):

* Wharton is coming to Atlanta, <Prospect Name>!
* Will we see you in Atlanta, <Prospect Name>?
* Join Dean James in Atlanta, <Prospect Name>!
* Wharton + ATL + <Party-related emoji>

## Salutation (Pick One):

* Formal:
  + Dear <Prospect Name>,
* Semi-formal:
  + Hi <Prospect Name>,
* Informal:
  + <Prospect Name>,

## Opening Paragraph (Pick One):

* Option A:

<Sentence touching on a personalized fact, connection, or prior communication with prospect.> Dean Erika James will be coming to Atlanta on Thursday, September 28, as part of the Wharton Impact Tour. I’d like to invite you personally to attend — in addition to connecting with fellow alumni, you can also learn more about the Dean’s vision for the School, and how we can make a lasting impact together.

* Option B:

<Sentence touching on a personalized fact, connection, or prior communication with prospect.> I wanted to let you know that Dean James will be traveling to Atlanta on Thursday, September 28, as part of the Wharton Impact Tour, and to personally invite you to attend. This is a unique opportunity to connect with fellow Wharton alumni and learn more about the Dean’s vision for the School — and how we can make a lasting impact, together.

## Rest of the Email (Copy and Paste):

To learn more and register for the event, [**please click here for the event website**](https://web.cvent.com/event/822a186c-b17a-4d20-8f10-cba9fa5d0ba0/summary), which has all the details about the event, speakers, and venue information. It's going to be an engaging and informative night, and we would be thrilled to have you there.

Feel free to reach out if you have any questions or need further information. We hope to see you in Atlanta and look forward to your RSVP.

Best regards,

<Firstname LastName>

*<Title>*

<+1.215.XXX.XXXX> *office*

<+1.215.XXX.XXXX> *mobile*

<youremail@wharton.upenn.edu>

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**The Wharton School**

University of Pennsylvania

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Description automatically generated](https://giving.wharton.upenn.edu/)

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