## Subject Line (Pick One):

* Wharton is coming to Seattle, <Prospect Name>!
* Will we see you in Seattle, <Prospect Name>?
* Join Dean James and T-Mobile’s CEO in Seattle, <Prospect Name>!
* Wharton + Seattle + <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 and Mike Sievert, W’91, the CEO of T-Mobile, will be coming to Seattle on Wednesday, November 29, 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 and Mike Sievert, W’91, the CEO of T-Mobile, will be traveling to Seattle on Wednesday, November 29, 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/47aefc80-b2be-44f4-b85b-80b6da6af03c/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 Seattle 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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