## Subject Line (Pick One):

* Wharton is coming to Shanghai, <Prospect Name>!
* Will we see you in Shanghai, <Prospect Name>?
* Join Dean James in Shanghai, <Prospect Name>!
* Join Dean James and Professor Hsu in Shanghai, <Prospect Name>!
* Wharton + Shanghai + <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 Professor David Hsu will be coming to Shanghai on Tuesday, October 17, 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, Professor Hsu’s research on innovation, 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 Professor David Hsu will be traveling to Shanghai on Tuesday, October 17, 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, as well as Professor Hsu’s research on innovation — 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/35af8c29-56ed-41ab-8b8e-991a28e96d3a/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.

You may register online or in person at the door. Payment is exclusively by credit card.

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

Best regards,

<Firstname LastName>

*<Title>*

<+1.215.XXX.XXXX> *office*

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<youremail@wharton.upenn.edu>

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**The Wharton School**

University of Pennsylvania

[A picture containing text, sign

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

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