

Email Subject Line: Our WeUnder is LIVE! Reserve Your Spot

Preview Text: Your exclusive invite inside

EMAIL BODY COPY

Hero Image: please create a gif of photo from the pitch video

Hero Text:

As a key part of Lora Tam's success, I'm excited to offer you the opportunity to be one of the first group of investors. Of course, whether you invest or not, you helped me get here - so thank you!

Did you know that in 2020, businesses founded by Black or Latin women accounted for less than 1% of venture capital funding? An investment in Lora Tam would not only help us continue to break barriers, but also help close the vast racial & wealth gap.

To invest (or learn more), I'd love if you visit our pitch page: [\[WUTUNDER LINK\]](#)

Of course, there are other ways to help (all free, easy & quick):

Share on social media: Facebook and LinkedIn are great resources - a simple link share + brief message works.

Follow our news: Watch our progress by clicking the "Follow Me" button near the top right of my WeUnder page (this subscribes you to email updates + boosts our WeUnder ads).

Share this with 1 or 2 people: Know someone who might be interested in investing? Please pass along the message - every connection helps.

Attend my "Ask Me Anything" session: Join me virtually to learn more about your investment in Lora Tam, ask questions about the raise, and to provide general feedback. Please RSVP here: [\[Rsvp Link\]](#)

Again, thank you for being a part of Lora Tam's journey. What began as a master project to elevate women's lives has quickly grown into an innovative brand, and for that, I owe you my eternal gratitude.

Looking forward to the future,
Tomara Watkins, Founder

P.S. If you'd like to invest, click [HERE](#)!

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John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

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Can you vouch for John?

VOUCH FOR JOHN

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