**General Digital Event Invite (works for webinar, First Friday virtual events, Coffee Talk, Link Up**

**and Learn, etc) – Can include FB Live or prerecorded message from advisor**

**Subj:** You’re Invited to Our Digital Event!

Hi, [recipient name],

We have some exciting news for you! Though we canceled all of [advisor firm name]’s in-person events to help keep people safe, we’re hosting a brand-new digital event online!

This digital event will enable you to connect with [advisor firm name] from the comfort of your own home! We’re hoping to hear how you’re doing in this crisis, to answer any questions you have, and to find out how we can better serve you in the midst of the downturn.

[[ EVENT DETAILS HERE

[Event Name]

[Date]

[Time]

[How to Access]

]]

***[[IF ADVISOR HAS FB LIVE MESSAGE OR PRE-RECORDED MESSAGE***

*Hear from our founder [advisor name] about the event by clicking the video below!*

*]]*

We hope to see you online! If you have any questions or problems, please don’t hesitate to give us a call at [advisor phone].

Sincerely,

[advisor name]

[advisor disclosure]

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