

## **Intro email - COMMUNITY ORGANIZATION/NON-PROFIT**

### **Subject: Partnering with Save10 for women's financial empowerment**

I am one of the founders of [Save10](#), an initiative of the Women's Foundation of Arkansas to empower women to save for life and for retirement. We have a specific call-to-action for women to commit to save at least 10% for retirement and prioritize their financial security. The campaign will officially launch on Oct. 10, and I would like to set up a meeting about **[name of organization]** becoming an official Save10 Partner.

The success of Save10 depends on organizations like yours helping spread the message about the importance of women saving for their future selves. Many women don't know how much they need to put into a retirement account, regardless of age, and often don't feel comfortable having those conversations with friends and family, much less employers.

Part of the goal of this movement is to normalize savings in the same way that we have normalized debt. And once normalized, we will have public savings declarations to encourage others to do the same.

When would be a good time to meet and discuss how Save10 and **[organization]** can partner to mobilize women and communities to collectively save for retirement?

Thank you,

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## **POST-EVENT FOLLOW-UP**

### **COMMUNITY ORG:**

#### **Subject: Thank you for partnering with Save10**

Thank you for having Save10 be a part of **[organization name's]** event **[yesterday/last week]**. It's inspiring to see women committed to taking control of their finances and saving for their futures.

We are grateful for the opportunity to spread the message of Save10 and hope that the event inspired attendees to increase their retirement contributions.

Thank you for your support of the Save10 campaign and for helping close the women's wealth gap.