**Upcoming Auction Event**

Subject: We have an auction coming up!

**Dear [Supporter]**,

We’re hosting a live auction on **[date]** and we want YOU to be involved! With our new PWI Auction app, it’s easier than ever.

Just download PWI Auction from the App store or Google Play by **[auction date]**, find our auction, and get ready to bid! You can take part in the auction wherever you are and monitor its status in real time.

Take a minute to download the app today, then get ready to bid and help **[cause].**

Thanks!

**[Organization Name]**