Subject: Have you downloaded Auction?

**Dear [Supporter]**,

We recently told you about our new app called PWI Auction that provides an exciting way for you to get involved in our fundraising.

PWI Auction changes the game of live auctions - instead of coming to an event, walking around, and writing down bids, you can participate in an auction from the comfort of your own home. Simply download PWI Auction from the App store or Google Play, view all the items up for bid, place bids on whatever you want, and watch the auction play out!

We’ll let you know as soon as we have an auction up and running so that you can join us in raising money for **[cause]**.

Best,

**[Organization name]**