

Message

**From:** Seth Charles [seth.charles@iterable.com]  
**on behalf of** Seth Charles <seth.charles@iterable.com> [seth.charles@iterable.com]  
**Sent:** 11/7/2020 3:12:30 AM  
**To:** Darren Centinello [Darren@datapier.com]; Sarah Gounder [sarahgounder@iterable.com]  
**CC:** Alex Cannon [alex@datapier.com]; Sean Dollman [sean@datapier.com]  
**Subject:** Re: FW: [PROOF] Michael - increase your impact NOW.

CC: [@Sarah Gounder](#)

Hi Darren,

Thanks for reaching out. I would advise that "We are keeping up the fight against the Democrats' attacks on a fair Election, but we can't do it without YOU." could be edited to "We are keeping up the fight **for** a fair Election, but we can't do it without YOU."

Again this comes in chorus with less inflammatory language that could be misleading as accusatory or assuming intent upon a particular population.

Thank you for reaching out with this, let us know if you have any questions-  
Seth

On Fri, Nov 6, 2020 at 4:15 PM Darren Centinello <[Darren@datapier.com](mailto:Darren@datapier.com)> wrote:

Hi Seth – email below for legal approval that we would like to send tomorrow morning.

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**From:** Trump Election Defense Fund <[supporting@ourpresident45.com](mailto:supporting@ourpresident45.com)>  
**Sent:** Friday, November 6, 2020 6:13 PM  
**To:** Darren Centinello <[Darren@datapier.com](mailto:Darren@datapier.com)>  
**Subject:** [PROOF] Michael - increase your impact NOW.



Michael,

MILLIONS of voters across the Country turned out for President Trump on Tuesday, helping us defy expectations.

We are keeping up the fight against the Democrats' attacks on a fair Election, but we can't do it without YOU. We need all the help we can get to defend our democracy, which is why I'm coming to you now with a CRITICAL request.

President Trump has activated the Official Election Defense Fund, and we need YOU to step up and make sure we have the resources to FIGHT BACK against potential voter fraud.

**Your support is so important, that President Trump is giving YOU the opportunity to increase your impact by 1000% when you step up in the NEXT HOUR.**

*We have thousands of lawyers working hard to make sure every legally cast vote is counted, and we are confident that President Trump is going to WIN!*

**Please contribute ANY AMOUNT IMMEDIATELY to the Official Election Defense Fund and to increase your impact by 1000%. >>**

CONTRIBUTE NOW >>

Our team is working around the clock to make sure every LEGALLY cast ballot is counted. We've got people on the ground in key states fighting for our President.

Your support will make all the difference, Michael. Let's keep up the fight and WIN this Election!

**Contribute ANY AMOUNT IMMEDIATELY to stand with the President and to DEFEND the integrity of our Election.**

Thank you,

Team Trump 2020

STAND WITH PRESIDENT TRUMP >>

Contributions to the Trump Make America Great Again Committee are not deductible for federal income tax purposes.

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**Seth Charles**  
Iterable | Principal Email Deliverability Manager

