

SAMPLE LETTER TO BUSINESSES

Letters to businesses such as this are a great recruitment AND public relations tool. You may use this letter as a guideline, making any changes to better fit your chapter and community. Use chapter letterhead if it is available. After you have prepared your letter and gathered names of businesses, take time to prepare answers for any questions the business and/or individual might ask. Refer to *Phone Calls are Essential* in this manual for the answers to some commonly asked questions.

Dear _____,

The Minnesota Women of Today is a dynamic, rapidly growing women's organization. Our purpose and goal is to serve local communities with service projects, fundraising and leadership training for young women. The local _____ Women of Today chapter runs many projects for the community such as _____
_____.

Our intention in writing to you today is to let you know this organization can be of service to you. We train women to enhance their leadership skills with opportunities such as chairing projects and fund raisers, working on committees, serving as officers and participating in personal enrichment programs. It is a wonderful opportunity to learn valuable skills through a volunteer organization. The experience provides benefits to the individual and can also make her an even better employee for you.

We ask you to consider the _____ Women of Today as an organization in which you would like to see your employees involved. We have annual dues of _____ which some employers choose to reimburse or pay themselves as a business deduction. In any case, everyone benefits from the investment.

If you have any questions or would like us to contact any of your personnel, please call me at _____. If you prefer, you can write to us at _____.

Thank you for your time and consideration.

Sincerely,

(Signed by Membership Chairman or President)
_____ Women of Today