

***Sample Letter Of Introduction & Invitation to Participate in Pre-Campaign Feasibility Interview***

Dear \_\_\_\_\_:

The trustees and staff of (Organization) are developing plans to (Project). With enthusiasm, vision, and careful planning the (Project) is intended to (Briefly Describe The Need To Be Met.)

The (Organization's) trustees, staff, and other concerned individuals have determined that a major fund-raising campaign should be launched to undertake (Project), a summary of which is enclosed as our "Statement of Intention," accompanied by the project's tentative and preliminary budget. However, before we go forward, we must have input from our community's leaders.

Therefore, we have retained an experienced professional consulting firm to conduct a pre-campaign philanthropic market study. (Consulting Firm) has assigned (Name & Title of Study Leader) to conduct one-on-one interviews with selected individuals over the next few weeks. Speaking for the trustees and staff of (Organization), I hope you will find it possible to be among those key individuals to be interviewed.

The interviews will be confidential, will be arranged at a time and place convenient to you, and will require no more than one hour. You will not be solicited for funds, nor will you be asked for a commitment of any kind during the interview. (Mr. or Ms. Consultant) will seek only your opinions and perspective on the issues important to the success of the proposed campaign. Nothing in (Mr. or Ms. Consultant's) final report will be personally attributed to any participant.

Thank you for considering my request. We will telephone you in the next few days to set up an appointment. I truly hope it is possible for you to take part in this survey.

Sincerely,

(Name)

President, Board of Trustees