

Major Gifts: Memberships Campaign

Suggested Letter To Be Sent To Prospects In Advance Of Personal Contacts To Be Made By The Campaign Committee

Dear (Personalized, as possible, by the Chairperson):

As Chair of Erie's Will-To-Work's new Special Memberships Campaign Committee, I do want to thank you for your previous support to our Annual Fund in the amount of \$ _____, given in _____. We trust that you are proud and pleased that your contributions have helped in great measure to improve and maintain our programs and services---services that encourages people to "work" their way out of poverty, and achieve a better quality of life through full-time employment.

As well, I am asking that you renew your valuable support for this year to the Annual Fund with your thoughtful consideration to become a member of our newly-developed *Empowerment Society* when WTW Trustee, _____ contacts you within the next several days. At that time _____ will answer any questions you might have as well as review with you the various services we can provide to our non-paying clients as a result of your contribution of \$ _____. A few of those benefits your gift would make possible are:

- Seventy-five hours of craftsman training and instruction
- Fourteen new computers and printers
- Purchases of nearly 200 new and revised training and operating manuals

The enclosed *Empowerment Society* brochure further details that information and other membership-related facts as well.

Since you do provide your significant and important support to the WTW, you are aware that the excellent quality and high standards inherent in our job training programs are expensive. That is why our new membership program and volunteer committee have been established. We must continue to maintain and preserve one of the finest job training organizations in the State. And, we can meet those objectives with the leadership major gifts essential to the success of this type of campaign.

Therefore, our new membership campaign is designed to reach an established number of our special friends, who, we trust, will respond generously to the amounts of contributions we are respectfully suggesting. Please welcome _____ when she calls to ask for your renewed, and hopefully, increased gift to become a member of our new *Empowerment Society*. Whatever you choose to give will be greatly appreciated.

Thank you very much.

Gratefully,

_____, Chairperson

copy: Solicitor

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Suggested Letter To Be Sent To Prospects In Advance Of Personal Contacts To Be Made By The Campaign Committee

Dear (Personalized, as possible, by the Chairperson):

As Chair of the Portsmouth Orchestra's new Special Memberships Campaign Committee, I do want to thank you for your previous support to our Annual Fund in the amount of \$ _____, given in _____. We trust that you are proud and pleased that your contributions have helped in great measure to make our music ensemble one of the highest quality and value to our community.

As well, I am asking that you renew your valuable support for this year to the Annual Fund with your thoughtful consideration to become a member of our newly-developed *Conductors Society* when Orchestra Trustee, _____ contacts you within the next several days. At that time _____ will answer any questions you might have as well as review with you the various benefits and privileges we will be pleased to provide to you for your contribution of \$ _____. The enclosed *Conductors Society* brochure details that information as well in advance for you.

I sincerely hope that you are sharing in the excitement of this season, as we have already enjoyed two outstanding concerts, and are eagerly looking forward to other presentations scheduled for this year.

Since you do provide your significant and important support to the Orchestra, you are aware that such excellent quality and high standards of performance are expensive. That is why our new membership program and volunteer committee have been established. We must continue to maintain and preserve one of the finest orchestras in our region. And, we can meet those objectives with the leadership major gifts essential to the success of this type of campaign.

Therefore, our new membership campaign is designed to reach an established number of our special friends, who, we trust, will respond generously to the amounts of contributions we are respectfully suggesting. Please welcome _____ when she calls to ask for your renewed, and hopefully, increased gift to become a member of our new *Conductors Society*. Whatever you decide to give will be grateful appreciated

Thank you very much.

Gratefully,

_____, Chairperson

copy: Solicitor