

- Short, friendly greeting
  - Get to the point
  - Make it about the recipient: this isn't the time to tell them everything about the Club. Meet them where they're at; help them figure out how/where they might fit in; visualize/discuss next step(s)
  - Make it easy
  - Keep the initiative: Don't just ask for a call back; tell them when YOU will follow-up with them
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Dear (Name),

Greetings from (your business/institution/etc.)! I hope this message finds you well.

I'm reaching out today because I'd like to (connect with you soon / treat you to lunch / etc.), and also let you know that I serve as a Board Member at the Boys & Girls Club of Pawtucket. I'm doing my part to help spread the word about all of the great things the Club is doing for local youth, and getting your feedback/insight is important to me.

Perhaps we could meet up (for coffee/lunch/etc.) soon to catch-up. I will give you a call on (XXX) to see if we can get something on the calendar.

Warm regards,

(Your name, title, etc.)

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Hi (Name),

I'm hoping we might be able to carve out some time to catch-up in the weeks ahead.

The numerous challenges that the City of Pawtucket faces these days probably aren't news to you, but I wanted to reach out to make you aware of the fact that the local Boys & Girls Club is making a positive impact in a LOT of ways. I currently serve on the Board at BGCP, and I'd love to get your feedback on some of the great initiatives the Club has been focusing on of late.

Let's try and connect (for coffee/lunch/etc.) soon. I'll call you on (XXX) to see if we can arrange a time.

Talk to you soon!

(Your name, title, etc.)