

THE IDEAL MEMBERSHIP LETTER

- * Never talk about the needs of the organization, instead talk about the needs of the individual or the community. Use “you”.
- * Best font to use is Times Roman -- not less than pt. 12 font size. Indent paragraphs and put space between them.
- * The circled numbers indicate the order in which most viewers will read the letter.

- ① When people open a letter, the first thing they see is the salutation. They look for their name.
- ② The first paragraph should be personalized -- about them. “You’ve been a contributing member of the community....”. Use values, beliefs, etc. about the person.
- ③ “Your renewal for \$200 will insure that our community will remain healthy for the next 5 years. If you respond by _____, we will...”
“Return the response card with 200 to: _____”
- ⑤ What to do. Why. By when. Benefit to them. Basically repeat the last paragraph.

- ① Dear _____
- ② 1st paragraph (3 lines or less)
- ⑥ Next grouping of info. should be indented, bulleted, underlined, italicized, or bold type
- ③ Last paragraph should be a CALL TO ACTION
- ④ Signature
- ⑤ PS

RESPONSE CARD

☐ Yes, I want to ... (refer back to text)

Here’s my membership contribution to: _____.

☐ \$25

☐ \$50

☐ \$100

☐ Other

*Change the contribution based on who the membership letter is going to. Just papercut and insert in different envelopes.