



PRESIDENT'S LETTER GUIDELINES:

Objectives

- 1) Provide leading Urban League Affiliate “insiders” and “stakeholders” with an informational update reflecting recent accomplishments, pertinent news, and continued aspirations corresponding with the start of the new calendar year.

Audience

- 2) Sent to the top leading stakeholders (top 20% of all donors and top prospects) with slight customization for members of the Board, new prospects with major giving capacity and those who may have been recently solicited for a gift but have yet to make a decision.

Timing

- 3) Schedule drop date for end of September, early October.

Length & Format

- 4) The letter should be no longer than one and one-half pages in length.
- 5) The communication is NOT an appeal for gifts.
- 6) Opening – Personalized based on the recipient’s relationship with the Affiliate (Board Members, emerging top prospects, corporate and foundation partners, new major donors).
- 7) First content paragraph for all audiences should be upbeat in tone and reflective of the Affiliate’s dedication to economic empowerment, bettering communities, and changing lives.
- 8) The “middle” paragraph(s) should reflect on the past year’s accomplishments and the aspirations for the upcoming year.
- 9) The “closing” paragraph should include the only “ask” that is made within the letter, but the “ask” is not related to making a financial contribution. The “ask” is simply to emphasize your appreciation for the recipient’s intentions to remain steadfast in their support of the Affiliate.

Additional Details

- 10) The letter should be printed on the Affiliate’s letterhead and hand written signature (blue ink preferred) and any applicable special note desired by the President & CEO.
- 11) Outer envelope should be hand addresses and stamped (no address labels and no mail metering). This will ensure that the letter is as personal as possible and stands out among the mail the recipients may receive on a regular basis.



DRAFT TEXT

<DATE>

<CONTACT NAME>
<COMPANY NAME>
<ADDRESS LINE>
<CITY>, <STATE>, <ZIP>

Dear <CONTACT NAME>:

I want to personally thank you for your support throughout 2017. As we reflect on this past remarkable, yet challenging year for the <URBAN LEAGUE AFFILIATE>, I stand in gratitude for your dedicated partnership. <CONTACT NAME>, [or <CORPORATION NAME>'s] (your) support enabled us to make unprecedented strides towards promoting economic empowerment, eliminating racial economic disparities, and executing impactful programs in job training, certification, and placement, as well as youth education and career exploration initiatives.

Customize

Your renewed commitment to the <URBAN LEAGUE AFFILIATE> enabled us to serve more than 2,000 clients with empowering direct services to bring communities together and change lives. With 2017 behind us, we look back on the accomplishments of this year, which include:

- **2,000 Job Seekers**
served with support in leadership and professional skills training
- **250 Empowered Youth**
supported through early childhood literacy, leadership development, college readiness programs, and career exploration opportunities
- **2 New Community Labs**
opened for computer learning and skills development
- **4 Job Fairs**
coordinated and hosted for local business hiring new employees

As we look ahead to 2018, we are eager to move forward with confidence and excited to continue our partnership with you to fulfill the following goals for the coming year:

Customize

- Example Goal 1
- Examples Goal 2
- Example Goal 3

Our commitment to all that we do is unwavering and the successes we have achieved were only possible due to our exceptional community of civic leaders, businesses, members, friends, and supporters.

Thank you for your ongoing leadership and dedication to the <URBAN LEAGUE AFFILIATE> as we take on the social and economic stabilization of the greater <CITY> community in the coming year.

Sincerely,
[Signature in Blue Pen]

<CEO NAME>
President and CEO



<URBAN LEAGUE AFFILIATE>