

## SAMPLE “GUILT-FREE” RECRUITMENT LETTER

Dear «FirstName»,

I’m writing to invite you to take advantage of a “guilt-free” membership in the League of Women Voters of the XXX Area..

For a limited time—until October 31—you can save \$10 by joining the League for \$35. Let me explain our “guilt-free” offer. Often, when we ask someone to join the League, the response is: “I’m just too busy; I can’t get involved in anything else right now.” With that in mind, our invitation comes with no strings attached. We promise not to ask you to do anything other than join. We will send you our local newsletter so that you can keep abreast of our activities, and you’ll also receive a subscription to the state League’s newsletter and the national League’s magazine. You may wonder why we would ask someone to join and then say, “you don’t have to be an active member!” First of all, membership count is important to us—we feel we have more credibility as an organization if we have 100+ members rather than 20. Secondly, we want to give you a chance to “check us out” at your convenience.

I’ve enclosed a brochure about League. If you decide to take us up on this offer, make your check for \$35 payable to LWVCC and mail to Jane Doe, Treasurer, 123 Main Street, Anywhere, SC 29201.

League membership comes with a single requirement: you must be of voting age. If you meet that requirement, and want to make a difference by joining just to support the League in the XXX Area, we would welcome you!!

Cordially,

Membership Chair