

INDUSTRY ASSOCIATION LETTERHEAD

Date

Name

Title

Organization Address

City, State, Zip

Dear (Name),

As you know, the (X industry) is changing rapidly and dramatically. We are pleased to introduce you to a partnership opportunity that will position (corporation's name) to anticipate, influence, and ultimately prosper from these changes.

Please join me in my affiliation with The Association, the industry's primary catalyst for innovative thinking and collaborative leadership. This is the only non-profit association that can offer (corporation's name):

- Access to the very top decision makers in (X) and related industries
- Multiple opportunities to participate directly in shaping the industry
- Insights into important future trends and their potential impact
- A closer relationship with your existing and potential customers
- Access to a wide range of educational resources for leadership development
- In-depth analysis of "best practice" models
- National recognition as a leader in the exploration of new ideas.

The Association's core mission is leadership transformation. Originally founded as a professional organization for (X industry) executives, The Association now serves more than 25,000 individuals, non-profit organizations, and corporations in 50 states and countries around the world. Increasingly, business leaders recognize the strategic advantages of participating as Association members, advertisers, exhibitors, and program sponsors.

This is the only non-profit organization in the world that brings together the very top leaders in every sector: (X) providers, insurers, equipment manufacturers and suppliers, and leaders of governmental agencies, schools, private foundations and professional firms that have a stake in the future of this industry.

(Names of industry leaders withheld.) all belong to The Association's leadership team. And, some of the nation's most influential companies have provided financial support, including

Direct mail letter to corporate executives, written by Gail Terry Grimes for a professional association seeking new members from companies peripherally related to the association's industry.

(Names of companies withheld.). Your own participation will place you beside these leaders on the forefront of change.

I encourage you to consider the following partnership opportunities:

Become a corporate member. The \$2,500 annual membership fee will provide your company with abstracts on key industry issues; reports on model projects; access to research services and resources; and preferred pricing on educational programs.

Sponsor applied research. Investors support the testing of new leadership ideas and strategies in exchange for licensing rights to Association educational products.

Participate in the Association Leadership Summit. At this annual conference, leaders from our industry and the community come together to explore ideas of mutual interest. You may also reserve space in the exhibit area to teach what your firm offers.

Sponsor an executive education series. You will reach hundreds of key administrators, professionals, board members and community leaders.

Sponsor an Association Award. Once a year, The Association showcases up to 40 community models for innovation in the industry.

Sponsor a fellowship. Under your corporate name, a community leader will pursue a research project addressing a problem of local concern.

The enclosed information will tell you more about these and other opportunities. Please also feel free to contact The Association directly at (Phone #). **The professional staff will be pleased to help you determine how best to leverage your marketing dollars through an alliance with The Association. I urge you to contact them.**

Establishing a relationship with The Association could be your best investment this year. This extraordinary organization is a proven force for positive change and a linchpin in the rapid evolution of our industry. I look forward to welcoming you and your colleagues to our team.

Sincerely,

(Signed by a leading corporate CEO)

P.S. The Association is your best resource for positioning (corporation's name) in the evolving (X industry) marketplace. We urge you to apply for a corporate membership today or return the enclosed response card for more information.