

## Sample: First Introduction Letter

William J. Johnson  
Director of Marketing  
Acme Car Rental  
1212 Main Street  
San Rafael, CA 94901

Dear Bill,

Yesterday I had the pleasure of meeting with Susan Woodruff at the San Rafael Chamber of Commerce. Last year Susan and I worked together on developing a food delivery program here at the Downtown Homeless Shelter, which turned out to be a great success...so much so that we are now in need of adding another vehicle to our modest two-car delivery fleet so that we can expand our services to elderly shut-ins. Susan immediately thought of you and felt that a partnership between the Downtown Homeless Shelter and Acme Car Rental was a win-win opportunity.

I recently read in the San Rafael Times that your CEO, James Rodriguez said, "helping our area's homeless was a community responsibility." I know that Acme Car Rental has long been a strong supporter of the needs of the underserved in our town.

I am writing to explore a public relations/marketing partnership between Acme Car Rental and our organization. Yes, we need another food delivery vehicle. However as importantly, there are multiple opportunities for your employees to participate with our organization in ways that I am sure will create great excitement and value for your employees. Our volunteers are learning new leadership and communications skills, developing a deep understanding of the needs of their community and bringing these skills and knowledge back to their employers as better employees. And as you have seen, our sponsors have prominent name and logo placement on the sides of our delivery vehicles and I would provide a story about your company in our monthly newsletter. I'm sure there are several other benefits for Acme Car Rental and I look forward to exploring these possibilities with you.

I would like to schedule an appointment with you either morning of the 23<sup>rd</sup> or 24<sup>th</sup> of this month. I will call you in a few days to see what works best for your schedule.

Susan said you were the right person and I very much look forward to meeting with you.

Best wishes,

David Helmer  
Executive Director