

Sample Introductory Email

Subject Line: Susan Woodruff said you're the one

Hello Bill,

Susan Woodruff at the San Rafael Chamber of Commerce said you are absolutely the perfect person for me to meet, and I always trust Susan's recommendations.

I believe there is an exceptional opportunity to develop a mutually rewarding marketing partnership between Acme Car Rental and the Downtown Homeless Shelter. Last year Susan and I worked together on developing a food delivery program 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.

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.

Yes, we need another food delivery vehicle. However, 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. 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 from such a partnership and I look forward to exploring these possibilities with you.

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

Best wishes,

David Helmer
Executive Director