



Invite a Friend Letter or E-mail

Instructions: Choose the most appropriate bolded introduction option (A, B or C), and delete the other introduction options. Fill in the italicized personal information fields.

Dear *[Friend's Name]*,

Introduction Option A. If you're as busy as I am these days, the only way you would add something new your plate is if it paid some pretty high dividends--financially or emotionally. Well, I belong to this amazing organization that pays dividends big time in the "wow, it feels great to help someone" department.

Introduction Option B. Do you ever have the sense that you wish you could do just one thing that you felt *really* made a difference in the life of someone else? Well, I belong to this amazing organization that does exactly that.

Introduction Option C. Remember that great feeling you got when you *(recall an event from your shared experience, i.e., helped Hayley build the Parthenon for her English class project)*? Well, I belong to this amazing organization that lets me have that same kind of "helping someone else" feeling all the time.

It's the American Legion Auxiliary-ALA. I joined *X* years ago because *(explain reason for joining, i.e., my dad served in the Korean War; I've always had a passion for veterans; I totally believe in giving back to the men and women who fight for our freedom on a daily basis)*. Making our communities better places in which to live is another core value put into action by American Legion Auxiliary members every day across the country. Whether hosting a stand down to bring vital health and support services to homeless veterans or coordinating a send-off or welcome-home event for a deployed military unit, ALA members are continuously at work in their communities, demonstrating the compassion and heart we have for those who serve our country and protect our freedoms.

The American Legion Auxiliary is a huge national group of male and female spouses, grandmothers, mothers, sisters, and direct and adopted female descendants of members of The American Legion. Founded in 1919 the ALA has grown to be one of the largest veterans support organizations with nearly 8,000 local Auxiliary units. And we'd love for you to be part of our mission outreach.

Nationally

- 930,000 veterans served
- 3.2 million hours volunteered in serving veterans and military families
- \$9.8 million raised and spent on youth, scholarships, communities
- \$1.4 million in scholarships awarded

I was really moved last year when we *(fill in the info of your favorite/most meaningful project serving veterans)*. It was a humbling feeling to know that even as one person, I was making a difference. And in the process I've made some great friends.

I'd love for you to consider joining me in getting involved with the Auxiliary. I really think you'd like it. Our next meeting is at *(address)* on *(date/time)*. Can I give you a ride? I'll be in touch in a few days by phone. Think about it! Giving back for folks who are keeping us safe is good for you--body, mind and spirit!

Your friend and enthusiastic ALA member,

Name