

ForImpact

Context: Letter to existing relationship, about a new community project, and predisposing for a phone call to set up a visit.

Dear Sally,

As a community leader (or friend, investor, champion, supporter etc.) and a valued stakeholder in Community Org, I wanted to reach out to you regarding an opportunity we have to **transform the economic and social fabric of our community**.

Community Org has been serving women and girls in this city for over 90 years. In the last five years, we have begun a process of transformation, one that has allowed us to refocus on our core purpose of empowering women and promoting racial justice in our community.

We are about to embark upon several projects and partnerships to unlock the potential we have in the women of our community. These projects include a Center for Economic Independence, housing for low-income women and families, and access to women's health services - all in one central community-hub.

There are more lives that we, as a community, can be impacting, and this plan requires the support and the voice of many. I would love it if you would consider giving 30-60 minutes of your time to learn more about our vision for Community Org, give your feedback on our plan, and discuss how you can help.

Either John or I will give you a call early next week to check on your availability.

Sincerely,

Mary Smith
Executive Director, Community Org