



"Together we can get the job done."

Date

Address

*(This is a basic foundation --each letter would be customized for the individual depending on their background and previous connections with the Alliance and the Bay)*

Dear

For more than 40 years, the Alliance for the Chesapeake Bay has been a respected leader in efforts to protect and restore the Chesapeake Bay and its rivers. *(As you know,)* We have a long history of success in bringing together citizens, organizations, businesses and governments to find solutions, building strong citizen stewardship, and delivering innovative programs that inspire local action that benefits the land, water, and residents of the Chesapeake Bay. The Chesapeake watershed is vast and the issues facing the Bay are complex. That is why our mission focuses squarely on building partnerships and collaborative solutions that work.

We would like you to join us!

The Alliance Board of Directors invites you to join our effort as an Honorary Director. *(Recognize that someone spoke to them – "Recently you spoke with so and so about the Alliance.")* We believe that your passion for the Chesapeake Bay as well as your professional knowledge and experience would be immensely valuable to our organization. Given that you are highly respected in your profession, the Alliance would greatly benefit from your insights and perspectives as we pursue our mission and grow our capacity to make a lasting difference in the Chesapeake watershed. We also recognize that the demands on your time and energies are many and to that end this honor will not involve any responsibility to govern. We would invite you to participate in an annual Alliance dinner, organizational update, and strategic discussion that will take place in Annapolis and we would like to be able to recognize you as a supporter of the Alliance. As an Honorary Director, you would be joining a group of notable leaders in the region who care deeply about the Chesapeake Bay.

Attached you will find a short description of the Alliance and its history as well as our vision for Honorary Directors. *(This sentence may stay in for some letters (5those that know nothing about the Alliance or be deleted.)* During the next several weeks, I will be contacting you to discuss this honor and to answer any of your questions. I hope you will consider joining the Alliance as an Honorary Director in 2014 and I look forward to speaking with you. If you have any questions, you can contact me at XXX-XXX-XXXX.

Sincerely,

**NAME** (bold and in CAPS)

Title

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