

## SAMPLE INTRODUCTORY LETTER

*(On your group's letterhead)*

March 15, 2003

Ms. Jane Pauley  
Jane's Pizza  
123 Main Street  
Bronx, NY 10055

Dear Ms. Pauley,

It was good meeting you yesterday. At last I can put a face to the **Jane's Pizza** name!

I appreciate having an opportunity to tell you about what is happening in St. James Park. As promised, I will be in touch about events and projects that may be of interest to you and your business. We would enjoy helping you develop your word-of-mouth in the neighborhood and having your support in the park.

Thank you again for your time.

Sincerely,

Matt Lauer  
Friends of St. James Park  
718-555-1212