

SAMPLE FOLLOW-UP LETTER

(On your group's letterhead)

June 18, 2003

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

Dear Jane:

The St. James Family Day Clean-Up was a wonderful success – thanks to you and your business' support. It was a tremendous display of teamwork. The event attracted over 200 people and was a very positive experience for the whole neighborhood.

As I'm sure you saw, everyone really enjoyed the pizza. It was delicious, and exactly what the occasion called for. I hope that this "taste-testing," combined with the coupons we distributed to the families participating, should generate some additional business for you in the weeks and months ahead. It was certainly meaningful to me that you chose to support this kind of event. It says something about your business.

I will be sure to let you know about future promotional opportunities for your business in St. James. It would be fun supporting your business while you support the park! If you have any questions or suggestions, please don't hesitate to call.

Again, thank you very much for your interest in and support of the park.

Sincerely,

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