

Instructions: Choose the most appropriate introduction option (A,B or C) in green and delete the other introduction options. Fill in personal information in yellow. Be sure to clip off this instructional tab before mailing!

[Date]

Auxiliary Member's Name
Auxiliary Title of Office (If Applicable)
Address
City, State Zip

Friend's Name
Address
City, State Zip

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). It's a huge national group of women (more than 850,000) and my unit is one of more than 9,500 across the country. All together we have a pretty big impact every year:

- 930,000 veterans served
- 5 million hours volunteered for veterans, their families and their communities
- \$6 million contributed to benefit veterans and their families

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