

SAMPLE

## Recruitment Cover Letter for a "Direct Mail" approach

*as a supplement to the "Treasure Map" approach for identifying prospective board members*

Date \_\_\_\_\_

Dear Bob,

There are few programs that have the (*local/national*) support and respect as (*Your Nonprofit*). (*Add brief background and describe current exciting projects here. Mention the impact you are having in the communities you serve*).

We would like to ask your help. **A strong board for (Your Nonprofit) needs people with various skills: legal, accounting, public relations, fund raising, sales, finance, record keeping** and more.

We are asking you to send us some names of people you know, people you work with, a person you think would be a strong board member. We want to put together a pool of potential board members and invite people because of their particular skills and interest to serve on the board. We have a respected local nonprofit leadership consultant who will help train us.

These people at this point do not even need to know you have suggested them to us. You may talk to them, but we will be contacting those whom we want to consider for the board at this time. **It is expected that this board will include people who live in communities we serve as well as income and racial diversity.** The minimum number for the board is 12.

Our ambition is to put together a program that will (describe the main goal you expect to achieve in the next year). From the wonderful support of the community for the previous work of (*Your Nonprofit*), we do not think that will be too difficult.

Please look over the attached information about board member qualifications and responsibilities, and give me a call, or **send your suggestions to me on the contact information form** at the above address.

Thank you in advance for your kind consideration and help.

Sincerely,

(Signature)

### **Attachments or Enclosures for the Interview Package:**

Most Recent Annual Report, Facts and Figures

Current Board Member List and Board Member Job Description

Organizational Chart showing Committees and Description of Committee Activities

Calendar of Board and Committee Meeting Dates and Times

New Member Nomination Form