**E-Introduction Communication Examples**

**2019 Leadership Breakfast Series**

*Examples for you to use*

1. Audience: Past participant/supporter:
   * Attach: sponsor/save the date flyer, Invitation, About the Breakfast and Welcome letter.

Good morning/afternoon--

[Personal Introduction]

I wanted to reach out to you regarding the 2019 Spokane Leadership Breakfast as you’ve supported us for many years. We have an inspiring program in store as we’ll have a “fireside chat” where youth will join influential leaders on stage to share their story and how Scouting has impacted their life. We will also share where we are headed as an organization and how the community can help us build *Momentum*. NEW this year is a special networking & coffee session prior to the program for our participants to engage with each other and learn a little bit about our sponsors. It’ll be a fantastic event to support Scouting!

Would you be willing to sponsor and/or host a table as a “table captain” by inviting 9 of your friends, co-workers, clients, and anyone you know to join you in supporting our mission? Attached are the invite, welcome letter, about the breakfast flyer and sponsorship information. I’m happy to meet with you in person to also give you this information and discuss further. Let me know what works best for you.

Thank you for your support! I hope to hear from you soon.

Sincerely,

[Insert Name, title and affiliation with BSA]

1. Audience: Supporter of Scouting but haven’t participated at the breakfast:
   * Attach: sponsor/save the date flyer, Invitation, About the Breakfast and Welcome letter.

Good morning/afternoon—

[Personal intro]. We have developed a great partnership with [Insert business name] over the years. Thank you for your support of Scouting!

I have another opportunity for [Insert business name] to partner with us in February. This year will be our 19th season hosting the Boy Scout Leadership Breakfast at the Convention Center. It’s our annual fundraiser where we provide breakfast and a great program, we just ask that participants support our mission by donating at the breakfast. We anticipate 800+ leaders and business to attend as well as local fire, police and dignitaries.

We have an inspiring program in store as we’ll have a “fireside chat” where youth will join influential leaders on stage to share their story and how Scouting has impacted their life. We will also share where we are headed as an organization and how the community can help us build *Momentum*. New this year is a special networking session prior to the program for our participants to engage with each other and learn a little bit about our sponsors. It’ll be a fantastic event to support Scouting and to network with hundreds of other businesses in our community!

Would you be willing to support us by sponsoring and/or host a table as a “table captain” by inviting 9 of your friends, co-workers, and anyone you know to join you in supporting our mission? It’s free to attend, and they’ll enjoy a nice breakfast and program. Attached are the invite, welcome letter, about the breakfast flyer and sponsorship information. I’m happy to meet with you in person to also give you this information and discuss further. Let me know what works best for you.

Thank you for your support of Scouting and all that you do for our community! Talk to you soon.

Sincerely,

[Insert Name, title and affiliation with BSA]

1. Audience: Personal contact that hasn’t supported Scouting or attended the breakfast:
   * Attach: sponsor/save the date flyer, Invitation, About the Breakfast and Welcome letter.

Good morning/afternoon--

[Personal introduction]

This February, the Inland Northwest Council, BSA is hosting its largest fundraiser of the year, the Leadership Breakfast. This will be our 19th year hosting at the Convention Center. We anticipate 800+ supporters and leaders in attendance, including dignitaries, fire, police and politicians. We will have a panel “fireside chat” with local youth and leaders in our community about the changes in our organization and how Scouting has impacted their life. It’s an event to remember and many leave inspired.

Would you be interested in supporting our mission by hosting a table of 10 and/or sponsoring the event? Attached are the invite, welcome letter, about the breakfast flyer and sponsorship information. We are adding a networking/business expo to our morning session prior to the program as we typically see 150-200 arrive early to network. Would love to have your presence as a sponsor and/or table captain to support our cause.

Let me know if you have questions! I look forward to speaking with you soon.

Sincerely,

[Insert Name, title and affiliation with BSA]