

Dear XX:

Thank you for your generous past investment in XYZ PAC, the only federal political action committee representing [INDUSTRY]. I ask you today to join the ranks of the more than 1,200 XYZ Association members who have contributed to XYZ PAC in 2011.

Together, XYZ members investing in XYZ PAC have recognized that if [industry] doesn't speak up for our profession, *no one* will do it for us.

I hope we can count on you renewing your [year of last contribution] investment of [last contribution amount] to support this critical activity. In order to protect and promote our profession, [industry professionals] must be heard by our nation's elected leaders. XYZ PAX allows us to build crucial relationships with our legislators to make sure we are part of the discussion on policies impacting our livelihoods, our communities, and our future.

[Sentence about industry concerns.] With *your* help, we can continue to connect with elected leaders on these and other issues of importance to our industry. With a strong XYZ PAC, [industry professionals] speak with *one voice*.

We cannot do it alone. The XYZ Association needs your support. XYZ PAC is not funded by XYZ Association dues, but by voluntary XYZ member contributions. What better way to make a real connection with our legislators than directly through *you*, the constituent back home. Your investment shows you care what happens in this country, to our communities and to our profession. If every member gave just a dime a day – only \$36.50 – our legislators would not be able to ignore us and our \$2.8 million XYZ PAX fund. Our voice would be louder than the [competitor associations] (you can visit [website] for more information on where we stand compared to other associations).

We *must* continue our forward momentum, but we need you to do your part. Every contribution helps – whether \$25 or \$500. **And, when *every* XYZ member invests, we will be heard!**

To learn more about XYZ PAC, or to make a secure, online contribution, visit the XYZ PAC website at www.xyz.org/pac. On the site, you can learn where XYZ PAC is spending funds, how well each XYZ region is meeting their 2011 regional goals, and more.

On behalf of the XYZ Association and the profession, thank you for your continued activism.

Very truly yours,

[National Chair]