

**BE THE CAUSE CAMPAIGN
SOLICITATION LETTER OPTIONAL SPECIAL INSERT PARAGRAPHS**

To the User:

Consider adding a paragraph about recognizing donors locally and/or achieving 100% Board participation.

Donor Recognition

- A. Insert a Donor Recognition paragraph and photo of one of your chapter donor's. Discuss how and when you plan to thank them. For example, during a pinning ceremony or during a presentation where donors are listed on the screen.

100% Board Participation

- A. Sample Paragraph:
Our chapter can take pride in the fact that 100% of our board has made a gift to the BE the CAUSE Campaign. Passion, purpose and pride not only drive what we do, but why we do it. My fellow Board members and I invite you to join us by making a gift to the 2022 BE the CAUSE Campaign in support of our chapter and the AFP Foundation for Philanthropy.