

**SAMPLE RECRUITING LETTER**

Clubs may use the sample recruiting letter when emailing applications and reference forms to partner organizations.

**NOTE:** before emailing these materials, type your club's contact information into the writeable application form so that applicants will be able to complete the application online and email the completed forms directly to your club.

September X, 20XX

**Anna Smith, Executive Director**  
**Women's Alternative Center**  
**55 Main Street**  
**Anytown, Anystate 10555**

Dear **Ms. Smith**,

Michelle, 32, is a single-mother of two children. Michelle got pregnant during her senior year of high school and never fulfilled her plans to attend college. Two years ago, she lost her job at a local bank when the branch was forced to close. Because she had no formal training, certifications or degrees, getting a new job wasn't easy. Michelle had to work two low-paying jobs just to have enough money for the essentials. She knew that there was only one thing she could do to change her life—go to college.

Luckily, Michelle was one of nearly 1,700 women who received a Soroptimist Live Your Dream Award last year. The *Soroptimist Live Your Dream Awards* are cash awards given to motivated women who are the primary financial supporters of their families. The recipients of the awards seek to improve their lives by gaining additional skills, training or education, but do not have the resources to do so. These cash awards are meant to offset any costs associated with the recipient's efforts to attain higher education, including tuition, books, supplies, child care or transportation costs.

The *Soroptimist Live Your Dream Awards* is the signature project of Soroptimist International of the Americas. Soroptimist International of **Anytown** is one of nearly 1,300 clubs that make up Soroptimist International of the Americas, a volunteer organization for women committed to improving the lives of women and girls through programs leading to economic empowerment.

The most challenging aspect of this program is getting applications into the hands of eligible women. Please find attached an emailable Soroptimist Live Your Dream Awards application and two emailable reference forms. Please forward these materials to any women you know who strive to attain higher education in the hopes of better supporting themselves and their families. We have included our club's contact information in the materials so that applicants may submit the applications directly to us. We hope that you can take a moment out of your busy day to help a deserving woman in your community by forwarding her this information.

Thank you for your time and support. I will call you next week to discuss the program and how we can work together to find potential applicants.

Sincerely,

**Joan Alvarez**  
Soroptimist Live Your Dream Awards Chair  
Soroptimist International of **Anytown**