

Date
Name
Title, Company
Address, City, State



Dear NAME,

I am reaching out to you to today discuss a potential partnership between <AFFILIATE NAME> and <COMPANY NAME>.

As you well know, <COMPANY NAME> shares many similarities with <AFFILIATE NAME>, including a strong local presence; focus on finding sustainable solutions for its company and its customers; and its important connection to the community.

Here are two reasons why we believe <AFFILIATE NAME> would serve as a valuable partner and would complement the goals of <COMPANY NAME>. Here is a snapshot of [your organization]'s Great American Cleanup events taking place in [your community] during [this summer or June, July, August, September, October]:

1. One area in which <AFFILIATE NAME>'s <PROGRAM/PROJECT> has a significant impact is in (e.g, recycling, tree planting, etc.) <COMPANY NAME> 2014 goals is to (e.g., achieve a 5% initial recycling rate for its recycling program and to provide a recycling toolkit to all franchises.

Through our local presence there are many on-the-ground opportunities to engage your customers (and potential customers) in moving the needle forward toward your goals.

2. <COMPANY NAME>'s employees are encouraged to (e.g., volunteer in their communities).

There's no better platform for employee engagement than the <PROGRAM/PROJECT NAME>. The Store(s) throughout the city can take advantage of the numerous volunteer opportunities, which will further connect them to their community.

I would welcome the opportunity to schedule a meeting with you to discuss a potential partnership between <AFFILIATE NAME> and <COMPANY NAME>. Thank you!

Regards,

John Doe
Title