

## Sample Letter of Introduction and Request for Audience

Date

Name, Title, Address Block

Dear:

The **(student group name)** is a student run organization at the Haskayne School of Business at the University of Calgary. ***Our mandate is: x Our membership numbers: x Our course of study is: It exists for the purpose of (i.e. developing and strengthening the relationship between x industry and the students enrolled in x concentration, etc.)*** Events organized by **(student group name)**, provide its members with the opportunity to ***i.e. network with industry professionals, gain insight into job opportunities, mingle with peers etc.*** This group would not be able to function without the generosity of our sponsors, who, in the past, have included ***list companies.*** **(Group name)** is hoping to raise funds to: ***carry out its operations for the 2004/2005 year, host specific event/function, generate an advertising account, purchase promotional material/prizes, get material donation for another use i.e. auction, prizes, etc.***

The **(student group name)** operates in the best interests of the Haskayne School of Business and is committed to helping the school continue to be recognized as one of the top business schools in the world. The ability to host superior quality student events and activities certainly assists in attracting students and gives credence to our professionalism. We invite you to join us in advancing this initiative by contributing to the ultimate success of our student club and thus the success of the Haskayne School of Business. We wish to assure you of our responsible use of any donations and are pleased to present an accounting of these funds. As a contributor to **(student group name)** endeavors, we would like to discuss ways in which we can acknowledge your generosity to the school and increase awareness of your support to the community. i.e. logos on promotional items, pamphlet distribution, posters, tickets, signage etc.

We recognize that you support a number of worthy organizations and are very grateful for your consideration of **(student group name)** as a future recipient of your generosity. I will be in touch with your office in the near future to arrange a time to [personally] discuss our initiative and how you may be of support.

Sincerely,

Your name, Title  
Group Name