«Salutation» «First\_Name» «Last\_Name»  
«Company\_Name»  
«Address\_1»  
«Address\_\_2»  
«City», «StateProv» «Code»

Dear «Salutation» «Last\_Name»:

I am writing to you today to announce our Community Speaker’s Program. This program is our way to support the various organizations in this community by offering special programs which we are prepared to present to your group, free of charge.

Our funeral home is preparing many different programs which are designed to educate and entertain. The presentations topics are a literal smorgasbord concerning variety. On a regular basis we will be contacting you to announce our programs. You can pick and choose which ones are of interest, and as an additional bonus we take requests. If you have a subject that you would like to have specifically prepared just let us know what you would like. All we ask is that you give us a little time to put everything together.

Our program that is ready to be presented is on the very interesting subject of Dr. Russell Herman Conwell and the Acre of Diamonds. This program is designed to present to both hospice and clergy groups the fascinating story of Dr. Conwell and Hattie May Wiatt.

Our funeral home will furnish all the materials. Each program is in the PowerPoint format which means easy preparation and implementation for both you and for us. We will also provide you with a promotional flyer to help get the word out to your group about this program.

I truly hope that you will give us the opportunity to share this fascinating program with your group. I feel very confident that you and your group will not be bored and will actually find this time well spent.

In closing I will be sending you this type of letter each time we develop a new community program.

If you have any questions please call me personally at <Phone Number>. I know you and your great group of people will not be disappointed.

Sincerely,

<Name>