

## Grow Your Group with Personal Letters

### Background

Over the past three months, a group of 20,000 online advocates, completely new to RESULTS, have been part of a campaign to take action in support of the Global Fund Replenishment Conference in September. Over the course of the campaign, they have received weekly actions from RESULTS. Taking up the challenge, they reached out to their Members of Congress, local media, and the Obama Administration in support for a strong pledge to the Global Fund to Fight AIDS, Tuberculosis, and Malaria. With the Global Fund's successful pledging conference, now is the time to invite online advocates to take the next step and join local groups as offline advocates.

Contact Mark Campbell at [mcampbell@results.org](mailto:mcampbell@results.org) for a list of new contacts in your area.

### Write a personal letter

Most of us seldom receive more than bills and junk mail, and imagine the feeling of flipping through your mail to find a hand-addressed letter. Wouldn't you be more willing to open and read a handwritten note? We know that personal letters impact Members of Congress, the same is true of advocates. A personal contact is a RESULTS specialty—let's use it to grow our groups.

There are some elements to consider including:

- Make your note or postcard stand out – write it by hand and think of others ways to make it compelling, like putting a RESULTS sticker on the envelope, or the word, “Congratulations!”
- Thank advocates for their action and partnership around the Global Fund Replenishment, and acknowledge the success of the replenishment conference.
- Let them know that RESULTS is in their community.
- Invite advocates to join an outreach event, E&A meeting, or a one-on-one coffee.
- Follow up by email if you don't hear back.
- If you send your invitation note by email, include the advocate's name and name of your town in the subject line and make your note personal.

For ideas on outreach events and resources available, see our [Outreach Resources](#) page.

## Preparing For Your Letter Writing Meeting

Now that you've begun planning your personal letter, let's think about strategy. Some areas will have several dozen people to contact, and writing all of those letters will take people power! Bring your group together to write letters. Here are some tips for preparing for a successful letter-writing meeting:

- Remember to bring pens, paper, and/or postcards, envelopes and stamps!
- Watch [this video](#) on the Global Fund for inspiration and background.
- Have group members read letters aloud and share with the group.
- Follow up with letters with an email!

We'll be reaching out to you after your letter writing effort, so be sure to keep track of who responds to your message!

## Sample Personal Letter

Take a look at the [RESULTS Laser Talk](#) to powerfully write about RESULTS

### Sample Letter

Dear \_\_\_\_\_,

I learned recently that we live in the same community! It's great to know that there are other Global Fund advocates in the area. Congratulations—we really made a difference—it's hard to believe that we're helping save 8 million lives.

I'd love to meet you in person. We could have coffee, or you could join us for an upcoming RESULTS celebration meeting on November xx at 9 pm at xx. Let me know what might work for you. You can reach me at: (email, phone).

Looking forward to meeting with you,

### Sample Email Subject Lines

- Judy, RESULTS Atlanta wants to meet you!
- Kevin, take action at the New York City World AIDS Day event!
- Lauren, can we count on you this World AIDS Day?
- Marvin, welcome to our community of advocates!