

SAMPLE LETTER TO PROSPECTIVE MEMBERS

A sample letter that you can send to prospective members is below. Similar letters have been used successfully in many internal organizing campaigns. To use the letter follow these 9 simple steps:

1. Make sure your full members are informed about the Union Plus benefits. [See the sample letter to members.](#)
2. Place the letter on your letterhead and address the letter personally to each prospective member.
3. Check to see which benefits your union participates in by going to www.unionplus.com or calling Union Privilege at 1-800-472-2005.
4. Add your union name in the space available in the first sentence.
5. Include a contact phone number or address so that prospective members can contact you to join in the space available at the end of the letter and in the P.S.
6. If you have a membership form that prospective members can sign to join the union, include it in the letter to make it easy to sign up. If you include a form you can add this paragraph to the letter.

“Just sign the enclosed membership form and return it. Or call us at _____. Once you’ve signed up, we’ll send you all the information that you need to begin using your Union Plus programs.”
7. Include the special “organizing version” of your union’s all-program benefits flyer with the letter. You can order the quantity of flyers you need for free by calling Union Privilege at 1-800-472-2005 or using the order form in the leaders section of www.unionplus.org.
8. Watch your membership grow!
9. You can either type in changes to the Word template or print out the PDF blank template and write in the appropriate information.

SAMPLE LETTER TO PROSPECTIVE MEMBERS

«Name Here»
«Address Here»
«City Here», «State Here» «Zip Code Here»

**Take a few moments to discover how union membership
can work for you RIGHT NOW.**

Dear «First_Name» «Last_Name»

Membership in _____ not only brings the benefits of a contract, solid wages and a voice on the job, it also offers valuable, money-saving benefits.

These benefits are offered by Union Privilege, an organization that uses the combined strength of more than 13 million union members to negotiate benefits that are designed to meet the needs of working people. The benefits include:

- **Union Plus Education Services:** This program provides a range of services – from college and trade school scholarships to expert advice on the “going to college.”
- **Union Plus Health Savings:** Your family (including parents) can reduce out-of-pocket expenses for prescriptions, vision and other health care services through this program.
- **Union Plus Legal Service:** You’ll have a lawyer when you need one. Free simple document review, free initial consultation for each matter and a 30% discount on fees.
- **Union Plus Mortgage and Real Estate:** This program offers free expert guidance, low down payments, competitive interest rates and special help for first-time home buyers. A unique program feature helps protect union members if they are unable to work or if a co-borrow loses a job.
- **Much, much more:** Union membership entitles you many other money saving, union-only programs – everything from credit cards to insurance to discounts on a wide range of items from rental cars to flowers.

These benefits can help your family save money. But you have to be a union member to use the benefits.

To learn more about these benefits and all the benefits of union membership call _____.

Sincerely,

<<Name Here>>
<<Title Here>>

P.S. It pays to be a union member! So call _____ today to join!

**Take a few moments to discover how union membership
can work for you RIGHT NOW.**

Dear _____:

Membership in _____ not only brings the benefits of a contract, solid wages and a voice on the job, it also offers valuable, money-saving benefits.

These benefits are offered by Union Privilege, an organization that uses the combined strength of more than 13 million union members to negotiate benefits that are designed to meet the needs of working people. The benefits include:

- **Union Plus Education Services:** This program provides a range of services – from college and trade school scholarships to expert advice on the “going to college.”
- **Union Plus Health Savings:** Your family (including parents) can reduce out-of-pocket expenses for prescriptions, vision and other health care services through this program.
- **Union Plus Legal Service:** You’ll have a lawyer when you need one. Free simple document review, free initial consultation for each matter and a 30% discount on fees.
- **Union Plus Mortgage and Real Estate:** This program offers free expert guidance, low down payments, competitive interest rates and special help for first-time home buyers. A unique program feature helps protect union members if they are unable to work or if a co-borrow loses a job.
- **Much, much more:** Union membership entitles you many other money saving, union-only programs – everything from credit cards to insurance to discounts on a wide range of items from rental cars to flowers.

These benefits can help your family save money. But you have to be a union member to use the benefits.

To learn more about these benefits and all the benefits of union membership call _____.

Sincerely,

P.S. It pays to be a union member! So call _____ today to join!