



November 19, 2007

<Full Name>

<Title>

<Address 1>

<Address 2>, <State>, <Zip Code>

Dear <Nickname>,

**This is an invitation and call to action unlike any other you have received.
Respond by December 7 and take a leadership role in building a better world.**

Join us for the **Global Summit on Social Responsibility**—Leveraging the Power of Associations for a New Magnitude of Leadership, April 30-May 2, 2008. We will collaboratively craft the principles, guidelines and actions that will create a social responsibility action agenda for our profession.

The world's issues are too complex for a single organization to tackle. However, by joining forces, our achievements will be greater than our individual efforts. Because of the specific strengths and experience you bring to the table, you can play a key leadership role in defining how associations can harness their power and influence to create a worldwide social responsibility movement, speed the spread of solutions and ultimately help build a better world.

This Global Summit will be headquartered in Washington, DC at the new Gaylord National Resort & Convention Center. We are inviting you to join us along with other key leaders from associations and industry partners around the world, in addition to a select group of pioneers and leaders in social responsibility from business and industry, civil society, academia, government and UN organizations.

Additional face to face gatherings will be held in worldwide locations and linked through virtual technology. Online participation will also be available, extending the reach and capacity of the Global Summit.

Our profession can be a powerful agent and catalyze a tipping point for change. We are asking you to participate in what will be the most significant planning session our profession has ever had.

This will not be a conference in the typical sense. At the **Global Summit on Social Responsibility**—Leveraging the Power of Associations for a New Magnitude of Leadership, we will “roll up our sleeves” and envision a future we want to help create.

Think about it. Our members represent more than 287 million people in every industry, profession and social cause in the world. Just imagine what we can accomplish for society, the global economy and the environment if we all work together.

Associations can do things no other sector can. Likewise, we believe that innovative, strategic approaches to social responsibility can help associations serve their members—in many cases helping member organizations become top rated stars in their industries and professions. Ours is an era where every profession and industry wants to be known and seen as part of the solution. We are all being asked to aim higher.

Together, at the Global Summit, we will advance the case for social responsibility as a strategic imperative. We will identify the unique competencies that associations bring to the table and how those competencies can be effectively leveraged. We will identify opportunities that the association world can uniquely respond to, generate guiding principles for associations in this arena, share strengths and celebrate our successes.

To register today visit www.asaecenter.org/globalsummitsr, fax/mail the attached application or call 888-950-2723 (202-371-0940 in Washington, DC area). Your contribution of a \$279 fee will help us cover the food and beverage expenses for these three full days of intense discussion to build a better world.

Sincerely,



John H. Graham IV, CAE
President and CEO, ASAE



Susan Sarfati, CAE
President and CEO,
The Center for Association Leadership
Executive Vice President, ASAE

P.S. Respond by December 7, 2007 and you will have the power to transform the world of tomorrow. Questions? Contact Christopher Wood, director of the Social Responsibility Initiative at 202-326-9554 or cwood@asaecenter.org.