

Sample Email Invitation-Past Breakfast Attendee Courtesy of Mike Parrott

Mike personalizes each email communication by saying hello in the opening paragraph. He says sending out emails that are friendly and personal, as opposed to form letters to the group, have nearly doubled response rates.

You have supported Youth Eastside Services (YES) in the past by attending the "Invest in Youth" Breakfast as my guest. Thank you!! This year's breakfast will be held on Wednesday, March 3, 2010 from 7:30-8:30 a.m. (registration begins at 7:00 a.m.) at the Hyatt Regency Bellevue and I'd like you to join me once again.

YES is a terrific organization that last year assisted 24,000 Eastside kids (many without the financial means to get that help otherwise) with counseling, support, and training to help them in dealing with a host of issues, ranging from physical and emotional abuse, to online dangers, to drug and alcohol issues. The "results" of YES' efforts will be showcased and celebrated at the Breakfast.

Last year former client Kelsey spoke of her step father's sexual abuse, which started when she was in sixth grade and continued for a year and a half. Kelsey's mother initially removed her husband from the house, but quickly caved and allowed the man who had sexually abused twelve year old Kelsey to move back in. After experiencing years of depression, anxiety attacks and flashbacks, Kelsey confronted her parents. Kelsey's mother and step-father continued to deny the abuse and Kelsey knew she had to leave home for good. Kelsey turned to YES to get the help she needed to overcome the abuse and become the poised and confident young woman she is today. Kelsey attends Seattle Central Community College's Culinary Arts Program and says "YES has really helped me understand that I was not alone, and I will always have someone to count on. I am greatly thankful and appreciative for the support I have received at YES."

So can you join me Wednesday, March 3rd? I certainly hope that you can. Please let me know. Thank you.

Event Details:

Date: Wednesday, March 3, 2010

Registration: 7:00 a.m.

Program: 7:30 a.m. - 8:30 a.m.

Place: Hyatt Bellevue, 900 Bellevue Way NE

Suggested Donation: \$150

Complimentary Parking