



# *BRI MEMBER REFERENCE: SAMPLE LETTER 1*

Dear POTENTIAL NOMINEE:

I am writing to follow-up on our conversation about the Blue Ridge Institute. As we discussed, I'd very much like you to be a part of BRI.

The Blue Ridge Institute (or BRI, as we call it) is a unique experience where learning, leadership, and renewal for community leaders are blended together in a beautiful, rustic environment. Key elements of the BRI experience are its people, the program, an opportunity for personal renewal, and a distinctive place. Each year, Blue Ridgers return to the Institute to renew themselves through fellowship, stimulating programs, and reflection. Family members are welcome to attend and participate in the program and activities as well.

Since 1927, human service executives have invested in themselves through BRI. Once you come, I'm sure you'll agree that it is well worth your time and investment.

To learn more about BRI, go to [www.blueridgeleaders.org](http://www.blueridgeleaders.org). If you are interested in applying, let me know so I can submit my Nomination Form to support your application! To complete the application for participation, go to <http://blueridgeleaders.org/apply-here/>. Click on the & complete the "Nominated Member Application." listing me as the person who nominated you, and complete the short application.

Please join us!

I would be delighted to talk with you further if you have any questions. I believe you would make an outstanding addition to BRI.

Warm regards,

YOUR NAME



## *BRI MEMBER REFERENCE: SAMPLE LETTER 2*

I am writing to invite you to consider participation in an upcoming professional and personal development opportunity that I participate in each year, called The Blue Ridge Institute (BRI). Several other LOCAL MEMBER INFO nonprofit leaders have also participated for a number of years, including LIST NAMES AND ORGANIZATIONS OF LOCAL BRI MEMBERS among others.

BRI is a learning experience that helps build leadership and professional skills, and provides the opportunity for private and public sector leaders to learn from each other. The Blue Ridge Institute, through its learning programs, leadership development, and fellowship, became, through its 90+ year history, one of the premier leadership development forces in the south. I have attached some additional information for your review to further expand on what BRI is and its benefits for those of us who attend.

BRI is unique in ways that are very hard to describe. It's a week of professional development along with networking and renewal for community service leaders in a relaxed and very casual, retreat-like setting. It's sort of a combination of a professional conference, nature retreat, and family reunion. This environment allows Blue Ridgers to renew themselves through fellowship, stimulating programs, and reflection. I frequently call on the professional network of resources I have gained through the Blue Ridge Institute. It has been an invaluable gift to me and to our community.

I would like to nominate you for membership because I believe you would make an outstanding addition to our ranks. If you would like me to nominate you, let me know so I can submit my Nomination Form to support your application! To complete the application for participation, go to <http://blueridgeleaders.org/apply-here/>. Click on the & complete the "Nominated Member Application." listing me as the person who nominated you, and complete the short application.

I would also be happy to chat about BRI further if you would like more information. I do hope you'll give it serious consideration – we have some incredible speakers for this year, including LIST UPCOMING CONFERENCE SPEAKERS. I know you'd get as much out of the experience as I have!

I hope you will consider joining us,

YOUR NAME