








SUGGESTIONS FOR HOW TO WRITE EFFECTIVE PR LETTERS

When your committee decides to send information to professionals within your community (treatment directors, physicians, employment assistance directors, etc.), a sample letter from this handbook may be useful. In the event that a committee doesn't find one of these sample letters relevant, we have highlighted the following suggestions to consider when composing your own letter:

-  Prior to initiating contact, inform your ASC and RSC, as well as any subcommittees or NA groups that might be affected by an influx of telephone calls or potential members. This kind of communication is important to making these service efforts more successful.
-  Use the individual's full name and title; for example, Mr. Joseph Green, Executive Director.
-  Use first-class postage.

Creating the letter

-  Be brief and to the point. Professionals receive large quantities of correspondence and are more apt to read a short letter.
-  One model for letter writing is for the first paragraph to introduce the material you plan to outline in the letter; the body of the letter is to provide all relevant information; and the concluding paragraph is to recap the information provided in the body of the letter.
-  Opening of the letter: For example, an introductory paragraph might read: *We are writing to inform you about NA in your community. This letter will provide you with _____. We hope you find the following information and enclosed materials helpful.*
-  Body of the letter: When considering what information to include in the body of the letter, the following questions may be helpful:
 - 1** What information will be most valuable to the reader?
 - 2** What do you want the reader to know about NA? For example, if the reader already knows about NA and refers addicts to NA meetings, then contact numbers and information about upcoming events might be a good way to maintain an ongoing relationship. If the reader is unfamiliar with NA, then local meeting information, a brief history of NA in that community or as a worldwide organization, and member demographics can be useful. Enclosing a *Membership Survey* and the *Information about NA* pamphlet can support the information provided in the letter.
 - 3** If the area wants the professional to consider scheduling an NA presentation at their facility or attending an NA event, the letter can explain the benefits of the interaction and ask them how, when, and where this would best work for them.

Following up



If the area does not receive a response within a month, a follow-up telephone call, email, or letter may be appropriate. Professionals are often very busy, so follow-up is usually necessary for initiating a relationship.

Clearly written letters that provide helpful information about NA can help build strong, ongoing relationships with those in the community who interact with addicts. These relationships are an important part of our efforts to reach addicts.