



145 Mayview Ave.  
Pineville, WV 24874 ← **Sender's address**

April 25, 2014 ← **Date**

Belinda Jackson  
62 Mayview Ave. ← **Recipient's name and address**  
Pineville, WV 24874

Dear Belinda: ← **Salutation**

WILL YOU JOIN ME IN PROTECTING OUR COMMUNITY? ← **Subject line**

I am sending this to you as a fellow member of our community. I'm sure that you value living in such a quiet and peaceful neighborhood, just like I do.

You know, sometimes in order to keep one's community "quiet and peaceful" one has to take action. As you may know, our local Community Committee has been meeting over the past two months to try to find ways to reduce the break-in rate in our area. Last week they released their recommendations on how best to combat that problem.

Their primary recommendation calls for increased police and security patrols to supplement the local Neighborhood Watch program. Unfortunately, the needed amount is not included in this year's municipal budget allocation and there are no additional funds available. ← **Body text of the letter**

Therefore, as a concerned member of this community I have decided that my business will donate \$1 for every \$5 raised in the community to cover the additional security costs. I urge you to join me today in supporting this worthy cause for our common good.

To make your donation today you can drop in to either one of our two stores and deposit your donation in the boxes provided near the front cashes. If you can't make it to the store, please send a check or money order, made out to "CAC Security Patrol" and mail it to the address listed above.

Very sincerely, ← **Complimentary close**

Gerry Smith  
President and Owner ← **Signature block**