

# Career Transitions

## Tips when composing letters to potential donors

- Download the market-specific donor letter relevant for your library
- Add your institution's logo, address and contact information
- Personalize the letter with your name and phone number
- Insert unique messaging about your library, region, community, alumni or relationship with donors or Friends of the Library
- Elaborate on unique ways *Career Transitions* can make a difference in your library
- Include library brochures, other collateral or additional information about your institution
- Send to Friends of the Library list, county government offices, foundations, alumni or other potential donors
- Be willing to take calls or have a meeting with potential donors and explain the benefit of *Career Transitions* to your user community
- Offer some kind of recognition or incentive for donors

***If this donor letter results in a purchase for your institution, be sure to mention this code — GML17010 — when placing your order. Contact your Gale Representative at 1-800-877-GALE.***