

**Sample Email**

*(Customize this sample email and change all areas highlighted in yellow.)*

**The Community Visit Recruitment Letter**

Dear Name,

Augusta will be conducting a River Town Review to help us better promote and develop our outdoor recreation resources, especially in relation to the Ohio River. I wanted to ask if you would be interested in playing a key role in this important project as a Community Visit Assessment Volunteer. Volunteers will bring their "fresh set of eyes" to provide an objective assessment from a visitor’s viewpoint, of existing outdoor recreation and tourism assets in our town.

Volunteers will spend a couple of hours walking and/or biking through town and using the questionnaire provided as a guide to review different areas relating to outdoor recreation and tourism. Afterwards, volunteers are asked to provide an overall summary in addition to their specific findings and recommendations.

This information and feedback, especially from folks who are NOT already familiar with Augusta, will give our community leaders vital insight into how to better promote the river and our visitor amenities, natural, historic, and cultural resources, recreational opportunities, and special events, to ultimately bring more visitors to Augusta.

We would be very grateful if you could donate a fewhours of your time and be one of our “Community Visit Assessment” Volunteers.  Our goal is to have the Community Visit Assessments scheduled during \_\_\_\_\_\_\_\_\_\_, and summaries submitted by \_\_\_\_\_\_\_\_\_\_\_\_. Guidelines and the questionnaire, along with amemofrom Janet Hunt, the head of tourism for Augusta and Bracken County, KY., are attached for your convenience.

We will incorporate your anonymousfeedback/insights/recommendations into our Community Workshop presentation on May 11. Your input will be combined with that provided by other members of the outdoor recreation community as well and be included in the final River Town Review Report.

Please let me know if you are willing to help with this effort, or if you have any questions.

With gratitude for your assistance,

Project Partner Name