

**Sample Email**

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

**Sample Desktop Reviewer Recruitment Letter**

Dear Name,

Augusta will be conducting a River Town Review which will include objective third party assessments of our community, with the goal of helping us better promote our outdoor recreational opportunities for visitors and residents alike, and especially in relation to the Ohio River.

I wanted to ask if you could play a key but limited-time role in this important project as a Desktop Online Review Volunteer.Volunteers would conducta thorough review and critique of our community's on-line and socialmedia presence(city and tourism websites, Facebook, Instagram, Twitter, etc.) and the extent to which potential visitors can find useful and compelling information to plan a one or multiple day visit. A quick review of the city’s master planning efforts will also be conducted.

This information and feedback, especially from folks who are NOT already familiar with Augusta, will give our community leaders 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 people to Augusta.

We would be very grateful if you could donate no more than 1-2 hours of your time over the next two weeks to be one of our Desk Top Online Reviewers.  For your convenience, instructions are attached along with a memo from Janet Hunt, the head of tourism for Augusta and Bracken County, KY.

Volunteers would prepare a summary of their findings and recommendation (1–2 page max), to be submitted by**Saturday, May 1** so that we will be able to incorporate your anonymousfeedback/insights/recommendations into our Community Workshop presentation on May 11. The information will also be included in the final River Town Review Report.

You input will be combined with that provided by other members of the outdoor recreation community.  Your insight will be invaluable - we hope you can lend a hand with this fun and impactful project!

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