

SAMPLE INTRODUCTORY LETTER
(from new Multiplier to their network)

This is a sample. Feel free to edit in your own voice.

Dear Friend,

I have recently learned about [Force Multiplier](#), an all-volunteer organization that supports Democratic House and Senate candidates in competitive races, and voter empowerment organizations in battleground states. I'm so impressed with the rigor of FM's research and strategic thinking that I will be making most of my political investments through them.

Force Multiplier has been around since 2017; they've raised over \$9M to date from about 10,000 people. Since they have no paid staff, 100% of donations are sent directly to the campaigns and the voter empowerment groups via Act Blue.

I would like to send you occasional emails from Force Multiplier, including invitations to Zoom events with candidates and with leaders of grassroots organizations that they endorse. I hope you'll find these as important and engaging as I have. Of course you can opt out from receiving my emails at any time – just let me know.

For a lot more information about Force Multiplier please go directly to their [website](#). Let's keep Washington Blue in '22!

Best,