

City of Quesnel

Sample Invitations



Invitation to Team Volunteers

Dear [Insert Recipient Name];

As [Insert recipient's title], the [Insert Lead Partner] would like to invite you to participate in our upcoming Business Walk on [Insert Date]. A Business Walk offers an excellent opportunity to listen to the local business community, identifying common themes for action while bringing together educational resources, municipal services and representatives of the business community for specific action plans. Your participation will give you the opportunity to connect with local business owners and show your continued support in their success.

By joining us, you will be part of a team that will walk from business to business to ask a few set questions of the business owner or manager. The questions are meant to keep the visit very conversational, to identify successes and obstacles that the local business community faces within the [Insert Community] as a means to help businesses stay in the community and grow. As a volunteer “walker,” you will walk with your team for a [Insert length of time]-hour period in one of [Insert number of areas] target areas. Your team will record the responses on a survey template document created by [Insert Lead Partner]. [Insert Lead Partner] will then target the companies most in need of follow up visits, which will be used to gather detailed information and provide one on one support.

With your participation, the Business Walk will reach more businesses, providing [Insert Lead Partner] with valuable information so we can keep helping businesses to thrive and continue to strengthen [Insert Community] economy. Please respond by emailing [Insert Email Address], or calling [Insert Phone Number], no later than [Insert Date] to commit your participation for a [Insert time of day - morning, afternoon or full day].

Sincerely,

[Insert Lead Partner and contact information]

Invitation to Businesses

Dear [Insert Business Name];

In order to support small business in our community, [Insert Lead Partner] is initiating a Business Walk on [Insert Date]. Your business has been selected to participate in this program.

A Business Walk is facilitated by [Insert Lead Partner] with participation from local government and other business service providers. Volunteer “walkers” (teams of civic leaders and business support service providers) will come to your business to ask a few basic questions about doing business in [Insert Community]. The questions are meant to keep the visit very conversational, and to only take a few minutes of your valuable time as a business owner/manager. A Business Walk is not a membership drive or sales call. The walk is designed specifically to establish a connection and identify issues as a means of helping businesses to remain strong and vibrant in our community.

Business Walks have proven to be a useful tool in other areas such as the Okanagan, island communities and the Cariboo making it possible for business owners to communicate to business support service providers and civic leaders what they felt was needed to succeed and grow. The information gathered was then used to develop an action plan to address common issues such as increased street-scaping and revitalization and marketing initiatives.

With your participation, a Business Walk offers an excellent opportunity for us to engage with you and to increase your knowledge of business support service providers available both locally and provincially. Please RSVP by [Insert Date] to confirm your interest in participating.

Sincerely,

[Insert Lead Partner and contact information]