Dear XXX,

We are writing to share the exciting news that the seven Boys & Girls Clubs in Rhode Island have teamed up on a statewide marketing campaign. Keep your eyes peeled: there will be TV commercials, radio spots, print advertisements, and billboards launching as of today, February 29, 2016. Watch for us on social media too – you’ll have the opportunity to change your profile picture and cover photo on Facebook and help our campaign “go viral”!

As one of our closely held family members, we are excited to share this project with you – visit this page ([www.bgcri.org](http://www.bgcri.org)) to view our collective website where you can learn more about the campaign and view the commercial. We’d especially like to note that all of the kids featured in the ads are real Boys & Girls Club members from Rhode Island!

The Boys & Girls Clubs in Rhode Island would like to thank the talented, experienced, cream-of-the-crop professionals that came together to offer their skills and expertise pro bono for this campaign. Over 90% of this campaign was created, developed, produced and distributed to the community at no charge to the seven Boys & Girls Clubs across the state. We are grateful and humbled that the community has come together to invest their resources in our mission.

Again, if you’re receiving this note it’s because you have shown how deeply you believe in our mission and we are excited that this campaign will help us spread the word about our Clubs in a more public way than ever before!

Now visit our page and start learning the rules!

XXX