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Dear Business Owner:

Greetings, I am the Vice President of Reading Pagans & Witches. Reading Pagans & Witches (RPW) is a Berks County based organization founded in 2004 as a means for the local Pagan community to meet and socialize. We welcome people from all walks of life and all backgrounds, whether or not they are Pagan, or simply interested in learning about another spiritual path. Our bi-monthly meetings have a high, regular attendance, and our online community has over 200 members. We have also implemented two youth programs for the children of our group members.

We have expanded past being strictly a social group and are currently involved in several community service projects, including Pennsylvania's Adopt-A-Highway project. Every holiday season our members adopt and purchase gifts for needy families at Berks Women in Crisis. We also collect food donations at our public events. These donations have gone to help the Berks AIDS Network, local families in need, even local pet shelters. In January 2009, we incorporated as a non-profit organization.

To tie in with our non-profit filing, we would like to implement a Local Business Partnership Program. We would like to partner with local businesses to offer an incentive for our members to become sponsoring members of our organization. The idea is as follows: Local businesses offer a small discount or other incentive for our sponsoring members to shop locally, and in exchange, we advertise those businesses for free on our website and in our event programs. *You do not pay us any money, nor do you need to be a member of RPW in order to participate.* You may withdraw from the program at any time.

If you are interested in taking advantage of this opportunity, all you need to do is fill out the enclosed form and return it to us. Please be sure to include any information, aside from basic contact information, that you would like our members to know about your business (for example, what goods or services you offer that they may not know about).

If you are not interested in this opportunity, then please accept our sincere gratitude for taking the time to read this letter. Some of our members, and even our officers, are business owners as well. We understand how valuable your time is, and wish you continued success this year.

Please feel free to contact us with any questions that you may have.

Sincerely,

Naomi Proud-Maddona  
Vice President, Reading Pagans & Witches