



September 26, 2007

Dear Fundraising Coordinators:

Hi! It's me, Melanie, and *I'm back*.

As Fundraising and Sales Director for Knoxville Lifestyle years ago, I enjoyed working with many of you. It was a sad time for me when I resigned my position back in 2002, but I'd been in a car accident that left me with no choice but to take time to recover. Fortunately, my health is much better now, and I have returned to Knoxville Lifestyle. **And I'm really looking forward to working with each of you again!**

I'm so excited too because I've come back at an amazing time in the history of the book. The 2008 Knoxville Lifestyle Dining and Entertainment book is going to knock your socks off! As many of you know, we added a **whole new section** last year that fundraising groups' customers loved: the **Retail and Home Resource** section for all your household needs! A \$25,000 Added Value! You'll find great savings on furniture, appliances, household goods, and with many other retailers, plus discounts on services from dental & eye care to cleaning and painting your home or office.

There's not much left out there that you can't save money on with your new 2008 edition of Knoxville Lifestyle! Over \$28,000 in value just waiting to be used!

Oh, and we've got something special just for you—to make fundraising with Knoxville Lifestyle an even greater money-making venture for your group or organization.

Did you know that we can now send everyone on your group's customer list **advance notice emails** to inform them of any changes? For example, we all know that out of all the restaurants in the book, there might be a couple that will close during the year. Now your organization's supporters won't have to find out by going to that restaurant, seeing the CLOSED sign, and being disappointed. We'll let them know in advance, and they'll often learn that the new restaurant opening in its place will honor the card *without even having to ask*.

Plus, we often have businesses in our book call us to offer additional values to our customers, and now we can send those extra savings on to you through our new Email Program. Imagine your supporters receiving special offers throughout the year, *courtesy of your organization!* **What a great way to remind them that their support is truly appreciated!**

As you can tell, I'm excited! I'm thrilled to be back and working with all the special groups, organizations, and charities that benefit our community and those surrounding us. I can't wait to talk to all of you who are old friends and to meet those of you who'll become new friends. I'm working hard to get in touch with each and everyone of you. So please, feel free to call me anytime at (865) 966-7488 and let me know what your group's doing and how you are.

I've really missed you, and I'm looking forward to making 2008 your best fundraising year yet!

Sincerely,

Melanie Gibson
Director of Fundraising
Knoxville Lifestyle