

Sample Letter from a Non-faculty Member*

Through my campus work with the American Red Cross, I have known John Lerner for approximately six months. He introduced himself to me as the co-founder of a new business, Sword of the Round Table (SRT). He spent a great deal of time with me when we first met, explaining the ways in which this group could be of service to the American Red Cross. Our first project together involved SRT's promotion of Red Cross Services in exchange for our promotion of a textbook delivery service, after which we expanded into numerous other areas. Though I was initially skeptical of the ways in which we could work together, John successfully helped me overcome my concerns, and worked hard to establish a relationship of trust and commitment.

Sword of the Round Table works to facilitate mutually beneficial relationships between businesses and not-for-profits. With the help of SRT, the American Red Cross has increased its exposure in the community, yielding greater participation in our programs. With John's help, the American Red Cross has been able to promote its services through the Mythic University Student Book Store, a highly visible business with a large student clientele.

John was instrumental in the following initiatives developed with the cooperation of the manager of the Student Book Store:

- (1) permanent window space to advertise Red Cross programs,
- (2) periodic Red Cross information tables outside the store,
- (3) blood schedules to be dispensed with customer purchases,
- (4) the establishment of the first "Business Partnership Award," designed to encourage other business/not-for-profit partnerships in our community.

Another example of John's creativity was the development of a poster-sized "Semester-at-a-Glance" calendar for Mythic University students to purchase. This calendar will promote Red Cross services, listing campus bloodmobiles, along with other important student-based events. Part of the proceeds from this calendar will directly benefit the American Red Cross.

John is a valuable student leader, delegating with authority and competence. In addition to his assistance as a co-founder of SRT, he has been of tremendous value to my program as a resident assistant. He voluntarily made presentations on the importance of donating blood to other resident assistants, as well as to the residence hall council of which he is a member. John's role as a persuasive and informative disseminator of information is a valuable one. It will certainly translate into the enrollment of new blood donors into our system. He has also shared information about donating blood to dozens of fraternities and sororities at Mythic University.

John is a tireless volunteer and leader, and has demonstrated great sensitivity to organizational needs, as well as creativity in solving problems. He is perceptive, emphatic, and committed to every task he takes on. In my six years of work with the American Red Cross, I have never encountered a more capable or hard-working student volunteer. John will be a committed and creative public servant, and I recommend him highly indeed.

* This letter was typed onto a form, recommending a student for a career in public service.