

[DATE]

Dear [MR/MS/MRS LAST]:

My name is [FIRST LAST], and I'm writing because I share your vision that all people can change the world through daily choices of nonviolent action. The language we use and the organizational structures we support are a central factor in this choice. The enclosed [BOOK/BOOKLET] – my gift to you – offer[S] practical skills in Nonviolent or Compassionate Communicationsm (NVC). NVC is a globally recognized process that promotes peace by putting attention on the language we use each day.

Peace activists, peace educators, and leaders that have adopted NVC principles into their organizational style, in how they relate to their cause, in conflict-resolution work, and in the specific strategies they use to affect change have experienced the following benefits:

- Strengthened connection between your internal values of peace and living those values in deed and word each day
- Skills for diffusing violent encounters or heated conflicts with adversaries, police or other activists
- Skills for speaking with adversaries in a way that ensures you will be heard
- A drop in staff and volunteer recidivism – by taking time to put connection at the center of their organizational communication and structure, groups created more life-serving experiences for all activists involved.
- Gains in networking, cross-promotion opportunities, and resource sharing – by taking time to fully understand the values that connect us, groups gained comfort in reaching out to affect change in a collaborative manner with other like-minded organizations.

For [TIMEFRAME / YEARS/MONTHS] I've worked with [CUSTOMIZE THIS LIST BASED ON YOUR EXPERIENCE] peace activists, peace educators and leaders to teach the powerful communication process called Nonviolent Communication (NVC). This process (as outlined in the enclosed materials) promises to contribute substantially to your objectives. Enclosed are testimonials of other individuals who have experienced substantial benefits to learning and using NVC.

My request is that you take just a few minutes to look through these materials over the next few days. I will then call to see when we might arrange a 15-minute conversation at your convenience. More than anything, I hope to gather your feedback on these materials during this conversation. If the materials intrigue you, I can also provide information on upcoming workshops, area practice groups and additional resources where you can learn more about the powerful process of Nonviolent Communicationsm.

I look forward to hearing your ideas about how this material might contribute to deepening area education in the values we share.

With warm regards,

[FIRST LAST]
[TITLE, ORGANIZATION OF AFFILIATION]

[TRAINER OR ORGANIZATION WEBSITE]

NOTE ON THE ENCLOSED MATERIALS:

The book publisher, PuddleDancer Press, has gifted over 20,000 books and booklets since 2003 to people/organizations just like you in an effort to share Nonviolent Communicationsm as widely as possible. PuddleDancer Press is a small press, specializing only in NVC related works. Their mission is to help create a world in which all needs are met compassionately. Visit their website at: www.NonviolentCommunication.com