**SAMPLE COVER LETTER TO PROSPECTIVE CUSTOMER OR MEMBER**

Dear Professional,

Thank you for your interest in the Management and Design Association. For more than 40 years, the Management and Design Association (MDA) has represented the interests of architects, manufacturers, and designers serving the building design industry. Our mission is to lead and support members in their efforts to promote the expansion of modern wood and metal design.

It’s a perfect time to be a part of the organization! Our research forecasts tremendous growth in the wood and metal market over the next five years. In fact, our findings (2012 Design Market Sizing Report and Forecast) indicate that wood and metal construction has the potential to grow to $8 billion by 2016. **Through MDA, our members are positioned to take advantage of these opportunities.**

MDA has developed the Wood Metal Market Initiative (WMMI). WMMI develops the strategies and tools to increase awareness of the advantages of wood and metal design, and directs the building “decision makers” to our members for their projects.

Member feedback indicates that MDA is providing positive, tangible returns for the industry and for their businesses (2012 Membership Survey). You too can take command of the industry in your region by joining MDA and maximizing use of your member benefits.

Enclosed you will find a membership application and information on member benefits, programs and resources.

Thank you again for your interest in MDA. Please feel free to contact us if you have any questions and we look forward to welcoming you as a member soon.

Sincerely,

Jason Wolford

Chairman

**Our Value Proposition**

MDA membership gives each member organization a distinct advantage as they work hard to expand their business. MDA shapes the future of the design and provides our members with **a measurable return on investment** through networking, trade show, technical support, education, research, codes/standards development and accreditation.