

Dear [Society Name] Member:

As you know, fraternal benefit societies are like no other organization in the world. [NAME OF SOCIETY], like the more than 60 other fraternal life insurers in the United States, is committed to helping its members secure their financial futures through the life insurance and annuity products we offer. What distinguishes [NAME OF SOCIETY] from other financial services providers is our commitment to improving the quality of life in communities where members live and work by organizing meaningful volunteer activities and by funding charitable activities that reflect our members shared values.

The United States Congress recognized the value of fraternal contributions to the American economy and social fabric when it granted them an exemption from federal taxes over a century ago. In 2016, [NAME OF SOCIETY] is joining forces with the American Fraternal Alliance, our national trade association, and dozens of other fraternal organizations to promote the ongoing contributions of fraternal organizations to our current federal policymakers by asking them to co-sponsor a Congressional Resolution (formally known as H.Con.Res.19). I sincerely hope you will join me in this effort.

- **A word about the Resolution:**
 - The resolution is non-partisan
 - The resolution is non-binding – not a law or regulation. It simply provides Members of Congress a way for them to voice their support for fraternal organizations, which is critically important in advance of any tax reform debates that may take place in the near future.
- **Why is the exemption so important?** This tax exemption provides the financial fuel for [Society Name] to fund our local chapter network and make direct financial contributions to organizations that reflect our members shared values.
- **Why is getting 100 co-sponsors so important?** It sends a strong message to congressional leaders that we are well-organized and an important component of their community and district.
- **What am I asking you to do?**
 - Check out the [link to a short video](#) that provides more information on the fraternal tax exemption and the importance of participation in grassroots advocacy.
 - Check out the [Alliance website](#) to learn more about the Resolution and learn how you can get involved.
 - Respond to the Call to Action that we'll send you in February. It couldn't be easier to make your voice heard. Just..
 - Click on the link
 - Enter contact information to determine your U.S. Representative.
 - A letter will be sent to your Rep. – or a thank you note if s/he's already a co-sponsor and you will receive a confirmation copy of the e-mail.
 - Ask your friends to join you in this effort.

Our greatest resource is the more than 9 million individuals who are members of fraternal organizations in the U.S. By speaking out on this important issue, you'll be helping to ensure that fraternal organizations will be able to serve their members and give back to communities for generations to come.

Regards,
(Society Executive Name and Signature)