

Membership Cancellation Letter

<Date>

<Contact>

<Company>

<Address>

<City>, <State>, <Zip>

Dear <first name>:

One of the parts of my job that I enjoy least is when I have to contact members to let them know that we have received their request and that their ASI Membership, including their ASI number, has been cancelled.

I don't enjoy this because so many of our members have told me how ASI has grown their business and been a real asset for their organization. Hearing those stories makes me wonder why ASI has not been a benefit for you?

Maybe it's because you're no longer in the promotional products field? If that's the case, I wish you only the best in your future endeavors.

Perhaps you don't get enough value from belonging to ASI? ASI offers a host of benefits that range from UPS discounts (up to 40% available) to e-mail communities where you can pose pressing questions and get answers from those who have faced similar challenges.

Many who let their membership lapse come back once they realize the full scope of benefits available. Please visit our website at www.asicentral.com and see for yourself. Once you do, I'm confident that you'll consider rejoining our family.

It's also possible that you've lapsed because we didn't meet your expectations in some way. If this describes you, I hope you will let me know, so that I can personally look into your situation and do my best to earn your membership once again.

For the next six months, rejoining ASI is as simple as contacting us at 1-800-546-1350. Just let the folks who answer the phone know that Todd sent you. They'll tell you about a special membership discount designed for old friends like yourself.

Many thanks for your past support of our organization. We hope to welcome you back to our ranks of over 20,000 promotional products professionals in the not too distant future.

Best Wishes for Continued Success

Todd Von Deak
Director, Member Services