Dear [Key Decision Maker],

Robert K. Greenleaf did more than coin the phrase “servant-leader” with the publication of his groundbreaking 1970 essay, The Servant as Leader. Greenleaf ushered in the modern servant leadership movement by using a simple “-” (dash) to connect two opposite and extremely different roles: servant and leader. Through the subtle, but very intentional dash, Greenleaf connected two nouns into a one-unit paradox to describe the future and ideal state of leadership: the servant-leader.

At the International Servant-Leader Summit we’ll discover how Greenleaf’s dash created a whole greater than its two parts. We’ll explore how closing the gap between servant and leader has transitioned the traditional view of leadership and opened the door for transforming generations into higher performing and healthier organizations and communities.

Discover the Dash - June 9-11, 2021

I am interested in attending the International Servant-Leader Summit. Would you consider supporting me in this endeavor?

The Greenleaf Center for Servant Leadership and Wisconsin Servant Leadership are presenting the 26th international gathering of servant-leaders. Both organizations are the leading institutions sharing, collaborating, and providing servant-leader research and resources. [Optional: Insert specifics on why you are interested in attending and how your attendance will benefit your personal growth as a leader and the strength we are reaching out to this specific speaker and what we hope they can bring to this event as a speaker.]

Enclosed please find a Fact Sheet to learn more about the event and opportunities. You can also learn more at the event website at www.servantleadersummit.org. If you have any additional questions or need more information, please feel free to contact me at [Insert your contact information].

Sincerely,

[Your Name]