

LIFE, WELL RUN

EMAIL TO YOUR MEMBERS

If you would like to announce your association's role in the *Life, Well Run* campaign, you can tailor and distribute this email to your membership.

Dear Member,

As you know, few people understand the critical role that professional local government management plays in creating communities that people are proud to call home. A *Harris Interactive* poll found that while a third of citizens know that professional city managers oversee the day-to-day operations of their communities, only five percent can describe what a professional manager does or the important role he or she plays.

In partnership with ICMA, the International City/County Management Association, we're looking to change that through a new campaign—*Life, Well Run*—and we hope you'll help. This campaign is an opportunity for us to highlight the critical value that professional local government managers provide to the communities we serve, especially in [STATE].

We invite you to join us and help continue the momentum of *Life, Well Run* in [STATE] by doing the following:

- Visit icma.org/LifeWellRun to access campaign resources;
- Add a link to LifeWellRun.org on your website; and
- Follow the campaign on [Facebook](#) and [Twitter](#) and share its posts on Facebook or re-tweet its messages.

Thank you in advance for your involvement in raising awareness of the value of professional local government management.

Sincerely,