Subject: Invitation to Join the National Coffee Association

Dear [Recipient Name],

I hope this message finds you well. As you may know, my company is a member of the [National Coffee Association (NCA)](https://www.ncausa.org/).

I was surprised to learn that \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is not currently a member of the NCA, given your strong connections in the coffee industry. The NCA plays a unique role as a leader and champion of the U.S. coffee industry and represents businesses of all types and sizes across the coffee sector.

I am enthusiastic about the NCA's mission—to enhance the U.S. coffee community through education, advocacy, and connection—and their work, because it has made a difference for my company. The combination of mission-driven initiatives and practical resources makes the NCA unique and provides members with real, tangible value.

Their educational offerings and industry resources on compliance, safety, and market research provide invaluable support to coffee businesses. Additionally, it is a vibrant community that fosters growth and collaboration.

You undoubtedly receive many requests from organizations, but I believe the NCA's mission closely aligns with your company's goals, to protect and grow your coffee business.

I would be happy to discuss how NCA membership has benefited my company. You can also reach out to Terri Bartlett, NCA’s Director of Member Relations, at trbartlett@ncausa.org or 646.924.4039 for more information.

Thank you for your consideration. I hope to welcome you to the NCA community.