SAMPLE LETTER:

**Subject:** You’re a trusted partner—and this could benefit your business

Hi [First Name],

**We appreciate our partnership with [Company Name]** as a quality [ingredient supplier – or state the business relationship]. As one of the companies we trust most, I wanted to personally share something I think could support your business and deepen your impact in the industry.

**We’re active members of the Council for Responsible Nutrition (CRN)**—the leading trade association representing dietary supplement and functional food companies. CRN is where the industry-advancing conversations happen around regulatory compliance, product quality, and industry growth—and I think you’d be a great fit.

**A few ways we’ve seen value through our CRN membership include:**

* **Visibility**: Get in front of top brands, retailers, and other stakeholders
* **Credibility**: Signal your commitment to quality, compliance, and industry advancement
* **Connections**: Build relationships with decision-makers across the supply chain
* **Resources**: Access timely insights, regulatory updates, and exclusive member tools
* **Support**: Support the industry’s position on shaping sensible and responsible regulation

**The CRN community comprises nearly 200 member companies**—including many of your peers. The association’s 2024 annual report, “[Common Ground](https://www.crnusa.org/invest),” presents a review of CRN’s initiatives and a business case for membership, demonstrating how joining CRN isn’t just a commitment to advocacy—it’s an investment in a company’s ability to operate, grow, and innovate in a competitive marketplace.

**I’d be happy to make an introduction to my CRN contacts** or answer any questions.

Best regards,