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# INVITATION LETTERS

## 1. INTRODUCTION

Invitation letters can be used to invite people to any kind of event, such as a birthday party, a cook-out, a slumber party, a campaign kick-off dinner, etc. Invitation letters are sometimes used to attract customers (i.e., a sales invitation letter) or to control and restrict the number of attendees.

Send a letter of invitation when you are inviting someone to be included in something, such as an event. As is the case with all letters, the style and wording you use in a letter depend on the specific circumstances.

Use appropriate tone in your letters, depending on your audience. For example, if you know the recipient well and are not extending a formal invitation, you can use more casual tone. Most business letters call for a formal style. In general, it is best to keep letters as short and concise as possible while still communicating the relevant information.

### **Invitation Letter Format - Formal**

Writing a formal invitation letter is actually easier than the informal ones. The format of the informal invitation letter is an important aspect, which should be more precise than elaborate. You should come to the subject matter directly and use of informal wordings should be avoided. Such kind of letters are exchanges for business, sales, grants, delegations etc. At schools or universities, formal invitation is given to students and their family for attending any event or meeting. Students also send an invitation to teachers for attending any event or exhibition organized by them. The letter must contain the address of the inviter and the invitee as well. A business letter should clearly express the persons views regarding the business deal and other important matters concerned. In short, the format must have a professional appeal. Also note that, it should have the logo of the company at its letterhead.

### **Invitation Letter Format - Informal**

Occasions like birthdays, marriage and various other types of social functions are informal in nature. Invitation letters for informal occasions are usually cordial, friendly, welcoming and wholehearted. It should always make the invitee feel special and that his presence in the occasion is most eagerly awaited. There is no particular rule for an informal letter format. However, your invitation letter must have a warm approach. Here's a sample of invitation letter for birthdays.

## 2. USEFUL EXPRESSIONS

- We sincerely invite you to join “Hainan China • World Green Roof Conference (WGRC)” on March 18th-21st 2011.
- For the last two years our records show that you have been a constant customer of ABC fast food. We would like to invite you for a prepared dinner party at our main branch in Springtide Street as a form of appreciation for being with us through years.
- December 15, 2009 is the main date. The event will start 6pm sharp. This event is by invitation only and it is closed for public admission. Enclosed with this letter is a \$10 gift certificate you can use in any ABC fast food branch.
- We will be very pleasant for your acceptance of the invitation and will send you another invitation letter for visa application at the appropriate time.
- On this special occasion, I cordially invite you and your family to be present with me. Your presence will be most eagerly awaited.
- We are looking forward in seeing you at ABC’s party. Please bring this invitation with you and present it at the door.

## 3. TEMPLATE

### Sample

Mobile Parts Sales,  
North Street,  
Alabama 32,  
Phone no. 567-219-3888,  
April 15, 2010

Dear valued customer:

Our records show that you have been our customer since our grand opening last year. We would like to thank you for your patronage by inviting you to our preferred customer Back-to-School Extravaganza, which will be held this Saturday.

Saturday's sales event is invitation-only. All of our stock, including electronics, will be marked down 20% - 50%. Our doors will open for our preferred customers at 8:00 a.m. Complimentary coffee and donuts will be served. Public admission will begin at noon.

Please accept the enclosed \$5 gift certificate to use with your purchase of \$30 or more and the \$10 gift certificate to use with a purchase of more than \$100.

We look forward to seeing you on Saturday. Please bring this invitation with you; it is necessary for admittance.

Sincerely,

Emily Freud

Sales Manager