

Sample Language for Requesting

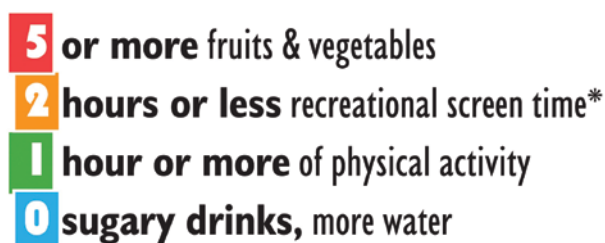
SUPPORT FROM LOCAL BUSINESSES

Keys to a successful letter:

- **Be specific!**
Determine what you would like funds for and ask for it specifically.
- **Consider listing a specific amount.**
- **Consider asking for a product as opposed to money.** Food stores may rather donate healthy snacks instead of money.

Dear _____,

Our school is participating in a healthy lifestyle program called *Let's Go!* which promotes the following message:



*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

Through *Let's Go!*, we are working hard to create environments, policies, and practices at our school that promote and support healthy lifestyles.

I am writing to request your support in our efforts. While *Let's Go!* can be implemented at no cost, additional funding allows for enhanced implementation of the program. With additional funding, we could contribute to sustainable change by _____. The total cost is estimated at: \$_____. A donation of any amount is greatly appreciated.

Engaging community leaders is one of our goals as a part of the *Let's Go!* program. Support from local businesses will enhance our community as a whole. Thank you for considering our request and please contact me at _____ with any questions.

Sincerely,

Examples to fill in the blank with:

- ...purchasing physical activity equipment that would be used as a reward for good behavior.
- ...being able to provide fresh fruits and vegetables as a snack once a month.
- ...supporting a staff wellness development program to all our staff.
- ...improving the food environment by purchasing salad bars, new equipment, etc.
- ...purchasing pedometers for a walking program.

