

## 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 program is participating in a healthy lifestyle program called Let's Go!. Let's Go! is centered around the following message:



Through Let's Go!, we are working hard to create environments, policies, and practices at our program that promote and support healthy eating and active living.

I am writing to request your support for 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 to reward good behavior.
- ...being able to provide fresh fruits and vegetables for snack once a month.
- ...supporting a staff wellness development program for all our staff.
- ...improving the food environment by purchasing salad bars, new equipment, etc.
- ...purchasing pedometers for a walking program.