



A Request for Your Help

[INSERT SCHOOL NAME/LOGO HERE]

[Date]
[Name]
[Address]
[City, State, Zip Code]

Dear [Name]:

I am/We are writing on behalf of [insert school] to tell you about our participation in Fuel Up to Play 60, an in-school nutrition and physical activity program launched by National Dairy Council (NDC) and National Football League, in collaboration with the United States Department of Agriculture (USDA). The program, which has more than 12 million students participating already, encourages youth to consume nutrient-rich foods (low-fat and fat-free dairy foods, fruits, vegetables and whole grains) and to get at least 60 minutes of physical activity every day.

Fuel Up to Play 60 is designed to empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools. The program's components are grounded in research and include tools and resources, activity ideas, a website, youth challenges and rewards.

As part of Fuel Up to Play 60, we are working on [insert name of programs and briefly describe]. We're excited to get started and have identified a few things we need in order to make our [program/activity/event] successful. We are hoping you can help us by [making a financial contribution/in-kind donation/providing goods, equipment or supplies, etc.] and would like to request [describe specific need in detail].

Your contribution will help us meet our goal of making [insert school] a healthier environment for students and link your business to a very positive, worthwhile cause that is making lasting changes in our community.

Thank you in advance for your consideration. If you are interested in working with us, please contact [insert name of Program Advisor(s)] at [phone number] or [e-mail address].

We look forward to hearing from you soon!

Sincerely,
[Signatures of School Team members and/or Program Advisor(s)]



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THE NFL MOVEMENT FOR AN ACTIVE GENERATION

