



How to Engage Businesses

Need outside support or supplies for your Healthy Eating or Physical Activity Play or event? The tips below will help you find the right way to reach out to businesses in your community. Before going the formal route, you can also try having your Fuel Up to Play 60 students ask people they know (family members or friends) who may be able to help with their business expertise or supplies.

Decide what you need

Think about the contribution you're looking for and who at your school can help you figure out exactly what should be requested. Set up a meeting with your P.E Department Chair, School Nutrition Manager or Principal to build a "wish list" of the support and supplies your school needs to make your program or event successful. Here are some things you can think about:

- Sports equipment for activities, such as jump ropes, cones, hula hoops and footballs.
- More low-fat and fat-free dairy foods, fruits, vegetables and whole grains on the school meal line.
- Art materials and equipment to create flyers, posters and other promotional pieces.
- Tables, chairs or tents for a special fundraising event.
- A presentation or demonstration by a local restaurant chef.

Next, think about how you think local businesses, retailers, vendors or farmers can help you. For example, maybe your local grocery store or farmer would be willing to donate fruits and vegetables or milk for a morning breakfast event, or maybe the local hardware store can provide the tools and equipment you need to help set up the event. Remember that some donations made by a business can be a tax write-off for them. Work with your principal or other administration personnel to provide businesses with your school's tax ID.

Make a plan

Once you and your team agree on the best way to reach out to local businesses, work together to plan out what you want to say. Here are some things you should plan to include:

- **An Introduction:** Tell them about you (your name and school and why you decided to get involved in **Fuel Up to Play 60**). Tell them about **Fuel Up to Play 60** (what is it, why it is important, what it hopes to accomplish). Share with them how you plan to make **Fuel Up to Play 60** come to life at your school by talking about the Plays or events you have planned.
- **How They Can Help:** You've told them about **Fuel Up to Play 60** and what's going on at your school. Now tell them how you think they can help. Explain clearly what the business has that will make your program or event successful and why.

- **Why They Should Help:** Local businesses have limited time and resources, so be sure to explain why this is so important. Let them know that when their business contributes to **Fuel Up to Play 60**, they will be supporting a positive and worthwhile cause that will greatly benefit the community.
- **Who They Can Contact:** Provide them with contact information so that they can follow up with any questions or let you know their decision. Use the sample Donation Letter Template provided in the funding sections of the various Plays if a business asks for something in writing.
- **A Thank You:** Finally, be sure to have students thank them for their time and consideration. Let them know you are excited about **Fuel Up to Play 60** and the possibility that they may participate. You'd love to have them on board!