**Name of Community Coalition**

Address

Address

Address

Dear Business Owner

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and I am writing on behalf of

the (Name of Coalition). On (date), our group will be facilitating a 13-week parent program at (location) in order to help parents in our community raise healthy, caring and responsible children. The program – *Raising Highly Capable Kids* – is based on Search Institute’s 40 Developmental Assets. After surveying over 5 Million youth over a span of 5 decades, it’s been proven that when more of these Assets are present in a child’s life, he or she is less likely to engage in high-risk behaviors and more apt to embrace positive ones. Our hope is that our community will reap the benefit of stronger families and healthier children.

The curriculum offered through this program has greatly impacted families around the country. Here are a few wonderful stories:

*“I want to let you know that before these classes here at the school, I was abusive to my wife; abusive to my children…My family was in turmoil. But since I’ve taken these classes…there’s no more turmoil at home. I am a better man because of these classes, and I like myself now…If it weren’t for these classes I don’t know where I’d be today.”* - Father, Santa Ana, CA

*“I wish every single school would do it. We are not going to affect real change until we affect the parents, until we affect the home.”* – Principal Marta Plata, Ft. Worth, TX

*More testimonies can be found at CapableKids.com.*

In order to encourage parents to attend, we are hoping to incentivize their involvement by offering them a chance to receive some amazing resources & products like those offered by your business. We would be most grateful for a donation of any kind.

Thank you for considering our request. If you have any questions or need further information, please feel free to contact me. I will follow up with a phone call within the next week.

Sincerely,

(your name signed)

Your name typed

Address

Phone