COLD PITCH LETTER:

This sample letter can be used to email or mail to a school that you are interested in engaging in the Schools vs Cancer program. Include the Schools vs Cancer Benefits of Hosting flyer along with the communication.

Dear School Administrator,

Cancer touches the lives of millions of people each year, even impacting our nation’s schools. Parents. Teachers. Administrators. Students. It’s likely that we all know someone facing cancer or who has survived it.

That’s why so many elementary schools across the US choose to partner with the American Cancer Society to organize a Schools vs Cancer program. Through the program, your school with have a unique opportunity to provide students with a place for healing and reflection, educate them on how to live healthy lives, and engage them in a service learning experience to help make a difference in the lives of those touched by cancer.

If your school has been touched by cancer, I encourage you to get involved by hosting the program this year. There are many benefits:

* Schools vs Cancer provides students with a great team-building experience and creates a friendly competition. It brings together the school for a common cause that touches everyone.
* When cancer impacts a student or school employee, the Schools vs Cancer program can provide hope. It rallies the school community together to take action for those facing the disease.
* Organizing a Schools vs Cancer event provides students with great leadership opportunities. Students can take part in the planning and see the results of their hard work.

The Schools vs Cancer program is flexible to your school’s needs and easy to implement. Best of all, it gives back to an important cause.

I look forward to hearing your thoughts about the program and whether you would like to set up some time for me to share more information about what the program might look like at your school.

Sincerely,

[Name]

[Phone]

[Email]

WARM PITCH LETTER:

This sample letter can be used to email or mail to a school contact who you have met or has already expressed interest in the Schools vs Cancer program. Include the Schools vs Cancer Benefits of Hosting flyer along with the communication.

Dear [NAME],

Thank you for expressing interest in the American Cancer Society Schools vs Cancer program. I wanted to follow-up to see if you might have some time to learn more about the program and discuss what it might look like at your school.

The Schools vs Cancer program is truly flexible to your school’s needs and easy to implement – so it’s not too late to get started. Through your participation, you can provide students with a unique opportunity for healing and reflection, educate them on how to live healthy lives, and engage them in a service learning experience to help make a difference in the lives of those touched by cancer.

If your school has been touched by cancer, I encourage you to get involved by hosting a program this year. There are many benefits:

* Schools vs Cancer provides students with a great team-building experience and creates a friendly competition. It brings together the school for a common cause that touches everyone.
* When cancer impacts a student or school employee, the Schools vs Cancer program can provide hope. It rallies the school community together to take action for those facing the disease.
* Organizing a Schools vs Cancer event provides students with great leadership opportunities. Students can take part in the planning and see the results of their hard work.

Kids can truly help us achieve a world free from the pain and suffering of cancer! I hope you’ll consider joining us this year.

Sincerely,

[Name]

[Phone]

[Email]

FOLLOW-UP LETTER:

This sample letter can be used to follow-up by email if you have not received an email back after using the correspondence above. Before sending another email, also try giving your contact a call.

Hello [NAME],

I wanted to check-in to see if you might have some time in the next couple of weeks to talk about how your school can benefit from the American Cancer Society Schools vs Cancer program.

Through the program, students have the opportunity to learn about cancer, the steps they can take to reduce their risk of developing the disease, and what they can do to stay well. They’ll also have the chance to get out of the classroom and have fun with entertainment and activities that reinforce what they have learned in school.

Now is a great time to start this program. I hope we can talk soon!

Sincerely,

[Name]

[Phone]

[Email]

THANK-YOU LETTER:

Immediately after a meeting or conversation in which the school has agreed to participate in the program, please draft a thank-you letter. The following letter may be used and customized to include any details discussed from your conversation.

Dear [NAME],

On behalf of the American Cancer Society, I want to thank you for engaging your school in the Schools vs Cancer program.

The program is not only a great way to help your students learn about cancer and steps they can take to reduce their risk of developing the disease and stay well, but also have the chance to get out of the classroom and have fun with entertainment and activities that reinforce what they have learned. And best of all, they’ll be helping to save lives from cancer in the community.

I am grateful for your school’s support and look forward to a strong partnership in the months ahead.

Thank you,

[Name]

[Phone]

[Email]