

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.



www.iowahealthieststate.com/5210

Our child care program is participating in a healthy lifestyle program called Healthy Choices Count!. Healthy Choices Count! promotes the following message:



Through 5-2-1-0 Healthy Choices Count!, we are working hard to create environments, policies, and practices at our child care program that promote and support healthy lifestyles.

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