DATE

Hello Coach/Director NAME!

Thank you for your leadership in our community and your dedication to the development of young people. You have dedicated yourself to positively influencing the lives of our community’s youth both on and off of the field. However, more and more youth are in need of a positive role model. The National Mentoring Partnership has identified 15 million children in our nation who are in need of caring and quality mentors. To help close this gap, retired University of Nebraska Coach Tom Osborne and Kansas State University Coach Bill Snyder started what we now call the Coaches’ Challenge, back in 2008. This campaign has grown in scope and size to now include 8 states in the Midwest. Their mission is to use football programs as a platform from which to recruit new mentors. During the 2013 Coaches’ Challenge, nearly 9,000 new mentors stepped up across multiple states.Through this effort, participating coaches have made meaningful contributions to the communities they call home.

As a leader in our community, I invite you to lend your name to this campaign for new mentors: **The Coaches’ Challenge.** In our own program, ADD YOUR OWN DETAILS AND PROGRAM HIGHLIGHTS or NEEDS. Your support will enable us to reach more potential volunteers to serve as mentors and in turn, more youth. From August to the end of November, our goal with this Challenge is to recruit new mentors to our organization. Lending your name and helping us to access your network and channels of communication would do wonders in helping us reach that goal.

We are asking ADD TITLE OF POSITION OF PERSON BEING ASKED (e.g.: ‘coaches’ for a coach, ‘director’ for an athletic director, etc.), like you, to become involved in order to help Team Michigan come out on top! Football fans who take The Coaches’ Challenge will not only show their state pride, but by signing up to be a mentor, they will be making the difference of a lifetime by helping to improve the life of a child.

If you are interested, please see the enclosed Request Form and Campaign Overview for more detail. INCLUDE the REQUEST FORM AND CAMPAIGN OVERVIEW from the toolkit in the ENVELOPE. I would be grateful if you could fill it out and return it by DATE. I look forward to hearing from you.

Sincerely,

YOUR NAME