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# BUSINESS OUTREACH

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Consider reaching out to local businesses to donate prizes to be given out during College Decision Day or to donate special treats to students in attendance. Often times, local businesses are very willing to donate goods or services such as a gift certificate or food versus a straight cash donation.

Here are sample letters for requesting donations and thanking donors for their generosity.

## Donation Request Letter

**[School name/logo/address]**

[Date]

Dear [Business],

On [DATE], 2015, [name of high school] will participate in Florida's College Decision Day, a statewide and national initiative with the goal of recognizing and celebrating seniors for their postsecondary plans and to encourage younger students and families to prepare early for college. It is important that we celebrate this big step for seniors in our community.

College Decision Day is held annually on or around May 1 and is designed to coincide with the date that most seniors must inform a college of their plans to enroll. College Decision Day addresses the gap between college application rates and enrollment rates among our students, and the complicated process for officially enrolling in college.

College Decision Day is inspired by the NCAA's National Signing Day to reinforce that excellence in the classroom should be given as much pomp and circumstance as excellence as an athlete. NCAA's National Signing Day is when high school seniors sign a letter of intent to play sports at a specific college. Traditionally, players participate in press conferences to announce their intentions.

We respectfully request a donation of [suggested donation—prizes for raffle for participating students, prizes for all participating students, refreshments, etc.]. Your donation will help students celebrate the college-going process and remind them of the support they have in their community.

We also invite you to join us during the celebration. [Insert Event Schedule].

If you are able to assist us in this effort, please contact me at **[phone number]** or at the address listed above no later than **[deadline]**.

We appreciate your continued support.

Thank you!

**[Site Coordinator's name and title]**

## Sponsor Thank You Letter

[SCHOOL LOGO]  
[SCHOOL ADDRESS]

[date]

Dear [sponsor's name],

On behalf of [name of your high school] I would like to personally thank you for your [donation/gift of X] to support our College Decision Day event. This event could not have been a success without your contribution and the help of many others who volunteered their time or resources.

During College Decision Day, we recognized [number of seniors] of our seniors for their postsecondary plans. Our seniors are one step closer to actualizing their dreams of attending college!

[Summarize events or include any press coverage]

Once again, [name of your high school] thanks you for your efforts and contribution during College Decision Day! We hope to see you at our event next year.

Sincerely,

[Your Name]  
[Your Title]  
[Contact Information]

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This guide was created based on a toolkit originally produced by the Michigan College Access Network (MCAN). A special thanks to MCAN for permission to adapt this guide to Florida.

The Florida College Access Network (FCAN) serves as the statewide coordinator for Florida College Decision Day, providing how-to materials and support.

FCAN's mission is to create and strengthen a statewide network that catalyzes and supports communities to improve college & career preparation, access, and completion for all students. Our Big Goal is to increase the proportion of working-age adults in Florida who hold a high-quality postsecondary degree or credential to 60% by the year 2025.

