**Business Outreach Phone Script**

Hello. This is (name) from (high school). I help support the (programs you support) and College Decision Day event at our school, which celebrates seniors for their postsecondary plans.

Do you have a moment to learn about this program and how I hope (sponsor/business name) can help support our events to celebrate students’ postsecondary plans?

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College Decision Day is a statewide and national initiative that celebrates seniors for their postsecondary plans. It also encourages younger students and families to prepare early for college. It is important that we celebrate this big step for seniors in our community.

(High school name) will participate in College Decision Day on (date). In my role as (site coordinator title), I am reaching out to local businesses to ask for your support. Would (sponsor name/business name) want to support our school’s College Decision Day event?

*(Based on response, make your recommendation of general support or specific type of gift.)*

Thank you for your (donation/time). We very much appreciate your support for our students, and all you do for the local community.

**Donation request letter**

(School logo)

(School address)

(Date)

Dear (Business),

On (Date), (name of high school) will participate in Florida’s College Decision Day. This statewide and national initiative celebrates seniors for their postsecondary plans. It also encourages 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. This coincides with the date most seniors must inform a college of their plans to enroll. College Decision Day addressees the gap between college application rates and enrollment rates among our students, and the complicated process of officially enrolling in college.

College Decision Day is inspired by the NCAA’s National Signing Day. 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. College Decision Day reinforces that excellence in academics should be just as celebrated as excellence in athletics by celebrating all students’ postsecondary plans.

We respectfully request a donation of (suggested donation) which will be used for (purpose of 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.

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 name)  
(Site Coordinator title)  
(Contact info)

**Sponsor Thank You Letter**

(School logo)

(School address)

(Date)

Dear (Sponsor’s name/Business name),

On behalf of (high school name), 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, (high school name) thanks you for your efforts and contribution toward a successful College Decision Day! We truly appreciate your commitment to our students, and hope to see you at our event next year.

Sincerely,

(Site Coordinator name)  
(Site Coordinator title)  
(Contact info)