

SECTION 7

Sample Templates

Sample letter/email to a potential partner

[Date]

[Full Name]

[Full Address]

[Town], [Province] [Postal Code]

Dear Mr./Ms. [Last Name]:

On behalf of [name of your organization], I am writing to request your participation as a sponsor of our Family Literacy Day® event. Since 1999, children and adults in [your town] have celebrated Family Literacy Day on January 27 by participating in activities that promote reading and learning as family activities. This special day communicates the important message to children and parents in our community that the reading and learning activities we engage in as a family contribute to the development of good communication skills and future success.

In honour of Family Literacy Day, our organization is planning a [explain your event in brief detail. Include information about date, time and location, as well as what type of event it is, such as story circles, sing-along, puppet shows, celebrity readings, etc.].

[Insert here the reasons why you have identified this organization as a potential partner. Be sure to compliment them. For example: With your reputation as a good, child-friendly, family restaurant, your participation would be a great asset to our event.]

I am writing to ask for your support for our Family Literacy Day event by way of a donation of [Insert donation request: food, beverages, products required or services].

In return, we would like to offer you special name recognition in/on the following: [Insert what you can offer them. Here are some examples:

Posters promoting our Family Literacy Day event, which will be posted around the community; our website; and our monthly newsletter, distributed to a database of [XX] people.]

Thank you for your consideration of this proposal. I will follow up with you in a few days to discuss this opportunity.

Sincerely,

[Your name]

[Your title]

[Your organization]

[Your phone number]

Sample letter/email to invite special guests to your event

[Date]

[Full Name]

[Full Address]

[Town], [Province] [Postal Code]

Dear Mr./Ms. [Last Name]:

On behalf of [name of your organization], I am writing to request your participation in our Family Literacy Day® event as a [insert participant's role here - storyteller, singer, puppeteer, games host, etc.]. Since 1999, children and adults in [your town] have celebrated Family Literacy Day on January 27 by participating in activities that promote reading and learning as family activities. This special day communicates the important message to children and parents in our community that the reading and learning activities we engage in as a family contribute to the development of good communication skills.

In honour of Family Literacy Day, our organization is planning a [explain your event in brief detail. Include information about date, time and location, as well as what type of event it is, such as story circles, puppet shows, celebrity readings, etc.].

Your reputation as a respected [insert occupation here - firefighter, police officer, athlete, etc.] and community member would make your participation a great asset to our event. Your presence at our event will set a terrific example for this town's young people about the importance of reading and learning at any age.

Thank you for your consideration of this request. I will follow up with you in a few days to discuss this opportunity.

Sincerely,

[Your name]

[Your title]

[Your organization]

[Your phone number]

Sample letter/email to the local media

[Date]

[Full Name]

[Full Address]

[Town], [Province] [Postal Code]

Dear [publisher's name]:

As our organization, [your organization], gears up for Family Literacy Day® on January 27 to promote the importance of reading and learning as a family activity, I invite the participation of our community newspaper, [newspaper name]. This participation involves a simple suggestion: wouldn't it be great if some of your journalists wrote about their personal experiences with reading their favourite books, a great learning experience or even a story about an adult learner? They could write about the first book that inspired them to become a journalist, or the importance of reading as a family activity. Or they could write about the importance of families sharing a newspaper on Sunday mornings.

The impact that just a 200-word editorial would have is astounding. ABC Life Literacy Canada estimates that last year, more than 314,000 children and families participated in Family Literacy Day events and activities, and that the family literacy message reached millions of Canadians from coast to coast! This year, we hope to make Family Literacy Day an even bigger success.

For more information about this special day, please visit www.FamilyLiteracyDay.ca.

I will follow up with you within the next few days. Thank you in advance for your consideration of this proposal.

Sincerely,

[Your name]

[Your title]

[Your organization]

[Your phone number]

Sample letter/email to a local mayor

[Date]

[Name of Mayor]

[Full Address]

[Town], [Province] [Postal Code]

Dear Mayor [Last Name]:

Each year on January 27, hundreds of children and adults in [your town] celebrate Family Literacy Day® by participating in activities designed to promote reading and learning as family activities. This special day communicates the important message to children and parents in our community that the reading and learning habits we develop at an early age set the stage for our success later in life.

The residents of [your town] are committed to seeing children and adults prosper. They understand the importance of learning as a family activity, and are loyal supporters of our organization, [name of your organization], through volunteering and attending community events.

I am writing to request that you recognize January 27 as Family Literacy Day in [your town]. An official recognition of January 27 as Family Literacy Day will serve to reinforce our government's commitment to literacy and to securing a solid foundation for our children.

We would also like to extend our invitation to you and your council to experience Family Literacy Day for yourselves. We will be holding a [type of event] at [location] on [date and time] to celebrate Family Literacy Day.

Thank you for your consideration of this proposal. I will follow up with you in a few days to discuss this great opportunity.

Sincerely,

[Your name]

[Your title]

[Your organization]

[Your phone number]

Proclamation of Family Literacy Day

WHEREAS solid literacy skills are vital to our social and economic development as a [province / city / town / municipality];

AND WHEREAS research shows that parents have a strong influence on the literacy development of their children;

AND WHEREAS family literacy programs serve to secure a solid learning foundation for our children;

AND WHEREAS family learning helps maintain the literacy levels of adults and encourages the development of lifelong readers and learners;

NOW THEREFORE, I [official's name and title] do HEREBY PROCLAIM January 27 as "Family Literacy Day" in the [province / city / town / municipality] of [name of province / city / town / municipality]

[signature and name of official]

Family Literacy Day Event Survey

Thank you for attending our Family Literacy Day® event. In order for us to improve and create an even better event next year, we want to hear from you! Please complete and return this survey to one of the organizers.

Name: _____

Phone: _____

Address: _____

Question	Yes	No	Unsure
1. Did you enjoy today's activities?			
2. Would you like to attend our Family Literacy Day celebrations again next year?			
3. Have today's activities encouraged you to spend more time reading and learning as a family?			

4. What was your favourite activity?

5. What was your least favourite activity?

6. Is there anything you would like to see more of next year? Please explain.

7. How did you hear about our Family Literacy Day event?

Other comments:

WINNER!

This award goes to:

For:

Signature

Date