My goal as a coach is to build a program that will provide your student an opportunity to grow and develop not only as a student, but also as a member of the greater community. To do this to the best of my ability, our team requires additional funding so that we can provide a top-notch experience for your student.

 This season, we will be partnering with Fan Cloth, the #1 fundraiser in the US for high school teams. Over the years, Fan Cloth has helped over 40,000 teams like ours get the funding they need by providing custom apparel for teams and their fans to show their sense of team spirit.

Soon, your student will be bringing home the materials for this year’s Fan Cloth campaign. I strongly encourage you to read over all the materials and familiarize yourself with this awesome program. With these materials, there will be a special insert that will help you work with your student to reach our goals.

 Here are a few tips that will help both you and your student throughout our fundraiser:

* To make sharing as effortless as possible, Fan Cloth has a sharing tool you can use by texting your FC Catalog Number to 559-900-3222 to reach as many people as possible.
* Reach out to friends, family, neighbors and co-workers to give everyone a chance to order.
* Don’t forget to spread the word through social media as often as possible.
* Check in with your student during the campaign to make sure they always have their catalog with them so that they can be actively selling to reach their incentive goals.

With your support, I’m certain we can reach our goals! Keep in mind, this will be the only chance to order custom gear with Fan Cloth this semester.

Sincerely,

(Insert Your Name Here)