

ForImpact

Context: Letter from a Champion/volunteer to a business leader, inviting on tour of Youth Org

Dear Jane,

For more than 50 years, Youth Org has been impacting kids and schools in our city. Our service model is simple: we bridge learning between education (in schools) and city enterprises. Many entrepreneurial lessons and skills are shared through our programs, including an understanding of basic finances, and foster more intangible qualities such as attitude and the inspiration to chase dreams.

This education-enterprise partnership is unique and powerful in many ways. First, it brings role models into the classrooms. To that end, learning comes from the 'real world'. Also, the partnership is funded largely by entrepreneurs and business leaders in the community. In many cases, the classroom role models and partners underwrite the model in which they serve.

The model works. Unfortunately, our current impact is disproportionate to the opportunity available. We are serving 50,000 annually and we have a plan to serve 100,000 kids annually. This plan also has a focus on urban schools including a Development Partnership with the City Public Schools.

As a business leader, you are no doubt aware of Youth Org in some way. I want to extend a personal invitation to have you join us for a brief tour at our Youth Org facility, to see the impact and action and discuss how you can help us expand and serve this education-enterprise model. I will follow-up with you in the next few days to further discuss this opportunity and your availability.

Thanks in advance for your input, your feedback and your support.

Sincerely,

Bob Smith

P.S. I've been involved with Youth Org for six years. It is important to me because I personally benefited so much from having an entrepreneurial mentor during my youth.