*Dear [Friend, Family member, Supporter],*

*My school is participating in EducationMatters Loonies for Literacy presented by Mobility Quotient! We’re raising funds to [Insert your school’s literacy project]. Better than that – the loonies raised by my school will be matched by local companies so that kids who don’t have as many loonies will also be able to raise money for their schools.*

*Donations can be made through my [Parent/Caregiver/Teacher’s Name], online at educationmatters.ca, or by texting [Insert Text Keyword] to [Insert Text Short Code].*

*Thank you for helping public education in Calgary and for helping kids like me!*

*[Insert Student Name]*

*[Insert Parent or Caregiver’s contact info]*