

DATE

Dear School Contact

Re: School Breakfast Program

The purpose of this letter is to let you know about a special project we are working on. In cooperation with the USDA Food and Nutrition Service, we are making special efforts to inform you about the benefits of the School Breakfast Program.

Background: The Food Research and Action Center (FRAC) issues a School Breakfast Scorecard each fall. The report for the first time ranked your state in the lower half your ranking in the area of program access by low-income children. Considering the important link between nutrition and learning, this is a statistic that we would like to change. Our objective is to increase the number of schools in your state that participate in the School Breakfast Program.

We are sending this letter to request that you participate in a brief telephone survey next week. Please review the enclosed telephone survey before we call. The general purpose of the call will be to determine your interest in the School Breakfast Program.

Someone from our office will be in touch with you next week. In the meantime, please look over the survey to see what type of information we are gathering. If you have questions, visit our website (<http://www.your state's school breakfast web page>) to learn more about the School Breakfast Program.

Sincerely,

Director
Child Nutrition Programs

Enclosed: Telephone Survey