**If you contact the school for the first time before they receive the resources from Read to Them:**

Good [morning/afternoon] –

[Bank name] is thrilled to be able to sponsor your school to participate in Virginia Reads One Book (VAROB)!

I first wanted to e-introduce myself.  I am a banker at [bank name] and have been working closely with Anne Curry at Read to Them and Monica McDearmon at the Virginia Bankers Association Education Foundation to match our bank as a sponsor of your school.

[enter any information here about your bank’s financial literacy involvement in your community OR your involvement in VAROB in the past.]

I am interested in discussing your program details with you.  If possible, we would love to participate in your kick-off activities, serving as guest readers or any other involvement that you feel is appropriate.

I realize that your school has not yet received the full set of program resources from Read to Them – those should be sent to your school later this month. Your school should be receiving the books for all students/staff in the first weeks of February as well as other program materials, including stickers for each book.

Feel free to respond to this email or, if you prefer, let me know if there is a time we can set up a call in the near future to begin discussing preliminary plans for the March program. Also, feel free to connect me with the appropriate person at your school that is managing the program details.

Again, we’re excited about the opportunity to support your school through this wonderful program and we can’t wait to hear about all of the exciting things you have planned for your students.  Thank you!

**If you contact the school for the first time after they receive the resources from Read to Them:**

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[Bank name] is thrilled to be able to sponsor your school to participate in Virginia Reads One Book (VAROB)!

I first wanted to e-introduce myself.  I am a banker at [bank name] and have been working closely with Anne Curry at Read to Them and Monica McDearmon at the Virginia Bankers Association Education Foundation to match our bank as a sponsor of your school.

[enter any information here about your bank’s financial literacy involvement in your community OR your involvement in VAROB in the past.]

I am interested in discussing your program details with you.  If possible, we would love to participate in your kick-off activities, serving as guest readers or any other involvement that you feel is appropriate.

You should have received the full set of program resources from Read to Them in late January. Feel free to respond to this email with your program details or, if you prefer, let me know if there is a time we can set up a call in the near future as the program is set to begin in early March 2021! Also, feel free to connect me with the appropriate person at your school that is managing the program details.

Your school should be receiving the books for all students/staff in the first weeks of February as well as other program materials, including stickers for each book.

Again, we’re excited about the opportunity to support your school through this wonderful program and we can’t wait to hear about all of the exciting things you have planned for your students.  Thank you!