**Email Template #1:**

Use this template on your initial outreach.

**Subject Line: This Local Program Is Changing How Teens Drive—Be Part of It**

Dear {Owner/Manager},

As an **FCCLA Chapter Adviser**, I work closely with young people every day, and I’ve seen the devastating effects vehicle collisions can have on families and communities. Despite all the safety technology available today, risky driving habits remain a top threat—especially among teens.

That’s why our school chapter is participating in the Safe Roads Challenge—a behavior-based rewards program that promotes safer driving through a gamified mobile app. Acting as a companion for young drivers, it offers fun challenges, contests, engaging driver education, and community-sponsored incentives. The program has proven effective in preventing collisions, building safer communities, and supporting sustainability through better driving habits.

We’re reaching out to **local leaders like your [restaurant / auto shop]** to become a **community sponsor**. Your support will help us fund rewards such as gift cards they love, recognize student progress, and give teens a reason to drive safer.

**Your Business Benefits:**

* Digital in-app exposure boosting your brand’s local visibility, especially among our community of young drivers, creating positive sentiment towards your brand.
* You’ll be recognized as a leader in a program that drives real social impact, creating a distinction that sets you apart from the competition.

**Become a sponsor for as little as $25/month** or choose a custom package tailored to your goals for the right reach and impact. Together, we can make safer driving part of the culture—starting right here in our town.

Can we count on your support?

Click here to learn more how you can make an impact today: **{Insert your unique affiliate link}.** *Note: Use our discount code* ***FCCLASRC50*** *at the checkout to get a 50% discount.*

Warm regards,

[Your Full Name]
FCCLA Chapter Adviser
[School Name], [City Name]

**Email Template #2:**

Use this template on your initial outreach.

**Subject Line: One Small Action Could Save a Teen’s Life—Will You Help?**

Unsafe teen driving isn’t just a school issue—it affects **our entire community**, including businesses like yours that care about family, safety, and leadership.

That’s why our FCCLA chapter has joined the **Safe Roads Challenge**, a national program that rewards young drivers for making better decisions behind the wheel.

We’re looking for **local sponsors**—businesses who want to make an impact and gain exposure by **fueling positive change**. For **[business name]**, this is a chance to sponsor local safe driving challenges and fuel rewards for young drivers.

Get recognized across our school, social media, and the program’s platform

As a School Supporter, for $25/month, you’re helping students and teachers driving to and from school safer. Your sponsorship will help reward them as well for driving safe!

Let’s talk about how you can get involved—we’ll handle the student activation, and you’ll get visibility as a **safe driving champion**.

Are you interested in becoming a local sponsor?

Click here to learn more how you can make an impact today: **{Insert your unique affiliate link}.** *Note: Use our discount code* ***FCCLASRC50*** *at the checkout to get a 50% discount.*

Warm regards,

[Your Full Name]
FCCLA Chapter Adviser
[School Name], [City Name]

**Email Template #3:**

Use this template on your initial outreach.

**Subject Line:** **Partner with Us to Support Teen Drivers**

**Email Body:**
Hello [Business Name],

As the adviser for FCCLA Chapter [**Name]** here in [**City Name**], I’m reaching out to share a unique opportunity. Our students are taking part in the **Safe Roads Challenge**, a program that helps young drivers practice safe habits through fun challenges and rewards.

We’re inviting local businesses like yours to be part of this initiative. With your sponsorship, you’ll not only support teen drivers in our community—you’ll also connect your business with families and neighbors who care about safety, leadership, and positive change.

Every sponsorship directly fuels rewards for students as they reflect on their driving and commit to safer habits. It’s a simple but powerful way to show your business cares about our community’s young people.

You can learn more about the different sponsorship options here: [**Insert your affiliate referral link].**
And right now, you can use our code **FCCLASRC50** for 50% off your package.

Thank you for considering supporting our chapter and the teens in [**City Name]!**

Warm regards,

[Your Full Name]
FCCLA Chapter Adviser
[School Name], [City Name]

**Email Template #4:**

Use this template on your initial outreach.

**Subject Line:** “Help [**City Name]** Teens Drive Safer”

**Email Body:**
Dear [Business Name],

Every year, new teen drivers here in **[City Name]** are learning skills they’ll carry for life. Our FCCLA Chapter [Name] is working with the **Safe Roads Challenge** to help them practice safe, mindful driving—and we’d love for you to be part of it.

Through sponsorship, your business can support these students directly while also showing the community that you care about safe roads and strong youth leadership. With different sponsorship tiers available, there’s a package that can work for any business.

Together, we can make a lasting impact on teen drivers—and on our community.

Learn more here: **[Insert unique affiliate link].**

And right now, you can use our code **FCCLASRC50** for 50% off your package.

Thank you for considering this partnership.

With gratitude,

[Your Full Name]
FCCLA Chapter Adviser
[School Name], [City Name]

**Email Template #5:**

Use this template when you’re following up

**Subject Line:** **Support Safer Driving in [City Name]**

**Email Body:**
Hello [**Business Name],**

I wanted to follow up on my note about our FCCLA Chapter’s involvement in the Safe Roads Challenge. This initiative gives our students real incentives to drive safely, and with your support, we can make an even bigger impact here in [**City Name**].

We have several sponsorship tiers designed to fit businesses of all sizes:

* **School Supporter** – Perfect for first-time sponsors or local partners
* **Community Partner** – For businesses looking to build awareness
* **City Champion** – For growing brands that want more visibility and engagement
* **Changemaker** – For high-impact sponsors ready to lead the way

Even our **School Supporter**, at just $25/month, helps reward students and teachers for driving safely. Every tier matter, and every sponsor helps make our roads safer.

I’d love for **[Business Name]** to join us in this important cause. You can review the details here: **[Insert unique affiliate link]**. Don’t forget to use code **FCCLASRC50** for 50% off your sponsorship.

Thank you for considering supporting our chapter and our community’s young drivers!

Sincerely,

[Your Full Name]
FCCLA Chapter Adviser
[School Name], [City Name]