

[STEP 3] STARTING YOUR CAMPAIGN: EXAMPLE INTRODUCTION LETTER

Dear _____, *(school, teachers, parents, etc.)*

It is with great excitement that I share with you our class' intention to participate in a service-learning program based on the life and work of Dr. Jane Goodall. The program is called Jane Goodall's Roots & Shoots, which encourages young people to make positive change happen—for the animal community, the human community, and for the environment—and in doing so to recognize how these three subject areas are entwined and dependent upon each other to survive. With hundreds of thousands of people in more than 100 countries involved, our class is joining a global effort to improve these communities and effect change.

Through this project, I hope to educate our students about the world outside of their own experiences, and show them that they can make a positive impact in our community while developing their skills to become compassionate leaders.

Our Roots & Shoots project will be based on... *(details of project here, such as the theme – animals, humans, or the environment – and the organization that will benefit from your project, such as a local animal shelter, food bank, etc.)*

Our class' Roots & Shoots project will begin on (date) and end on (date) when we will be hosting an exciting event to celebrate and reflect upon our accomplishments. Please mark your calendar now to attend this event, as I'm sure you will want to join in the excitement around this inspiring project. More details will be forthcoming from your student(s) in the coming (weeks/months, depending on the length of your project), including ways in which YOU can get involved, too!

If you have any questions about our class' Roots & Shoots project, please feel free to contact me and/or visit the web site www.rootsandshoots.org!

Sincerely,

(group leader and contact info)