Dear Principal \_\_\_\_\_\_\_\_\_,

In order to achieve our school’s health and wellness goals, I would like to coordinate a fundraiser with the CATCH GO Dough platform this semester. I believe this is the best choice for our school because [GO Dough](https://t.e2ma.net/click/q2idoe/iomcoq/6uj9gkb) – powered by CATCH Global Foundation in partnership with SHAPE Arkansas – is a one-stop solution for school wellness **fundraising and spending**. With GO Dough, schools **keep more of the money they raise** than with most other school fundraisers.

**75 cents of every dollar** raised goes directly to the school. The remaining 25 cents goes into these three buckets:

* Keeping GO Dough running – administrative costs and platform fees to keep GO Dough available for schools nationwide.
* CATCH Global Foundation’s mission – GO Dough donations help bring coordinated school health to underserved schools nationwide through the [CATCH Promise initiative.](https://catchinfo.org/promise)
* Alabama State Association for Healthy, Physical Education, Recreation and Dance (ASAHPERD) – 10 cents out of each dollar raised supports our state professional association to help continue to do great work in supporting PE and HE teachers through professional development and other programs and resources.

After we raise funds with GO Dough, there is **total flexibility to spend our funds as we see fit**, with either a GO Dough Visa card (used just like a debit card) or a one-time check disbursement to our school. No limited list of vendors. No restrictive vouchers. Just our wellness team making decisions on how best to build and sustain our PE and wellness program for our school community.

In closing, I would like your permission to use GO Dough as a platform to raise funds to support our school's health and wellness program because it is simple, gives us a great return and provides flexibility for us to spend the funds we raise on things that will make a difference to our students and families. Please let me know if you would like to schedule a meeting to discuss this further.

In health,

Add your name here

***What is GO Dough?***

GO Dough – powered by CATCH Global Foundation – is a one-stop solution for school wellness fundraising and spending.



\*Check disbursement available

***Why choose GO Dough?***

Health Oriented:

* Healthy fundraisers allow schools to “practice what they preach” and reinforce healthy messages and behaviors.
* Many popular national fundraisers – like cookie dough sales or “school nights” at fast food chains – can send the wrong message



Simple:

* Minimal set-up required for schools
* No upfront costs or platform fees
* Guided support available via [fundraiser toolkit](https://catchinfo.org/wp-content/uploads/2019/02/GO-Dough-Fundraising-Toolkit_v1-1.pdf) & CATCH Global Foundation team (godough@catch.org)

 Great Return:

* 75% of funds raised go directly to your school
* Most other fundraisers only offer 5-50% of total proceeds

Flexible Funds:

* Wellness teams have direct control of funds via GO Dough card or check
* Funds never expire (even between school years)
* GO Dough card can be continuously reloaded
* No catalogs or restrictive vendor lists

 Financial Tools:

* Donation & spending monitoring tools available
* Optional administrative controls: receipt uploads, daily spending limits, reports, etc.