**Please tailor this letter to the needs of your school.**

[DATE]

Dear [ORGANIZATION],

During [INSERT YOUR MCAC WEEK], [INSERT THE NAME OF YOUR SCHOOL] will be hosting the Maryland College Application Campaign (MCAC). The MCAC is a partnership with the Maryland State Department of Education (MSDE), the Maryland Higher Education Commission (MHEC), and College Goal Maryland. During the MCAC week, [INSERT THE NUMBER OF SENIORS] at [INSERT THE NAME OF THE SCHOOL] who are expected to graduate at the end of this academic year will be encouraged to apply for admission to at least one college or university, or post-secondary opportunity. Approximately [INSERT] students, staff, and volunteers partake in the college campaign. This event is possible due to the collaborative efforts of the administration, faculty, and staff, as well as students, their families, and local community partners.

The purpose of the MCAC is to acquaint students with the post-secondary application process and to communicate the importance of pursuing these opportunities. Post-secondary opportunities include two and four-year colleges, universities, private career schools, and the military. Information about completing the Free Application for Federal Student Aid (FAFSA) and ways to pay for school will also be made available during the campaign. Each participating high school must host or participate in a FAFSA Completion Event for students and families. During the FAFSA Completion Event families are assisted in completing and submitting the FAFSA.

Although the MCAC focus is on supporting students with the post-secondary application process, there are many activities participating schools will be doing with students leading up to the event to prepare and after the event to ensure the application process is complete. We welcome your organization’s sponsorship of the MCAC to support [INSERT NAME OF SCHOOL] as we prepare for and complete college applications. During the college campaign, the MCAC is requesting a donation of [INSERT TYPE OF REQUESTED DONATION] for students as they complete postsecondary applications. Other support college campaign such as “I Applied!” stickers for students, and giveaways to participating students would be appreciated.

If you have any questions about how your organization can support the MCAC, please call [INSERT NAME], MCAC Site Coordinator at [INSERT PHONE NUMBER]. Thank you in advance for your support of this exciting initiative to encourage high school seniors to make postsecondary a part of their future.

Sincerely,

[SITE COORIDNATOR]

[TITLE]

[PRINCIPAL]