

August 1, 2012

John Smith, Principal
Stone Elementary School
12345 Stone Rd.
Anytown, TN 38555

Dear Mr. Smith,

It's school time again. Time to think ahead to the 2012-2013 school year. We would like to take the opportunity to invite your school to participate in the IHOP Student Achievement Program. Achievement certificates build excitement and motivation. Kids love to be recognized and rewarded for the good things they do. And this is a great behavioral tool for the teachers.

Let me explain how the process works. IHOP will provide certificates of your choice at **NO COST TO YOU**. You may even come up with custom titles specific to your school. Examples ... "Learning Lions," "Trojan G.O.L.D.," and "Reaching AR Reading Goal."

The certificates will be valid for **one FREE item from the Kid's Menu and 20% Off the entire check for family members**. The child must be accompanied by an adult. The child must be 12 years of age and under. The coupon will be valid at your local IHOP designated on the coupon. Each school is responsible for filling out certificates before distributing them to the students. It's that simple!

I am enclosing my business card along with an order form and a gift certificate good for one complimentary meal and beverage for you to use at your convenience.

If you are interested in participating this year, please fill out the order form and fax it to 123-456-7890.

If you have any questions at all, please contact me at 123-456-7890.

We look forward to working with your school this year!

Sincerely,

Ginger Rogers
IHOP Franchise Legal Name



SAMPLE CERTIFICATE
(Reduced in Size)