**TEMPLATE RADIO PSA & PITCH COVER LETTER**

***Note:*** *Customize and use this PSA Pitch and cover email to reach out to local radio stations asking them to help promote Special Olympics’ need for coaches and volunteers. Please be careful to change and fill in all highlighted text.*

SUBJECT LINE: Radio PSA Request for Special Olympics Minnesota Volunteer Opportunities

BODY:

Dear [PUBLIC AFFAIRS DIRECTOR NAME-this can usually be found through a Google search],

Special Olympics Minnesota (SOMN) is an organization that empowers people with intellectual disabilities to become included and valued members of their communities, which leads to a more respectful and inclusive society for all. With the support of coaches and volunteers, SOMN provides year-round sports training and competition in 16-Olympic type sports for thousands of children and adults with intellectual disabilities. Through Special Olympics’ athletic, health and leadership programs, people with intellectual disabilities transform themselves, their communities and the world.

Special Olympics programs can only grow as big as our volunteer force. Volunteering as a coach for Special Olympics is a great, life-changing way to get involved in the community. [Include 2-3 sentences about your own volunteering experience.]

There are several ways to get involved and, with your help, we can recruit more volunteers and serve a bigger portion of our state’s population with intellectual disabilities. We would be thrilled if you might read the PSA below or announce in your own way the wonderful experience it is to volunteer for Special Olympics Minnesota.

Special Olympics Minnesota is looking for positive and enthusiastic volunteer coaches! With 16-Olympic type sports offered each year and a variety of responsibility levels, there truly is a place for everyone. With your help, people with intellectual disabilities can transform themselves, their communities and the world. Join the inclusion revolution and give back to your community! Visit somn.org or call [YOUR NAME OR HOD] at [CONTACT NUMBER].

Thank you for supporting our mission to transform and empower our communities through sport.

Sincerely,

[NAME]

[PHONE]

[EMAIL]