

**Sample Business Letter**  
**wisbiz4kids**

Dear:

I am writing to you in my role as \_\_\_\_\_ to invite you to \_\_\_\_\_ (participate in the planning session, visit an early education program, write an editorial, etc). As a business leader, you know how critically important high quality child care is for our working families. It decreases absenteeism, helps employees be more productive, and benefits us all. It is hard to ignore the growing body of research that tells us that high quality learning experiences benefit our children and our economy in a variety of ways.

We know these early experiences for children have a ripple effect for families and for our economy. Not only is high quality care good for children and their families, a good start today means savings in the long term for Wisconsin in terms of reduced school failure, less delinquency and other positive outcomes for children. The Federal Reserve Bank of Minnesota has found that every dollar invested in quality early childhood programs results in a future savings of at least \$7. Wisconsin businesses depend on an educated and skilled workforce for growing our future. Strong businesses build a strong economy. We agree with the assessment of Tom Still from the Wisconsin Technology Council that *"The business case for early childhood education is strong. In Wisconsin, there will be chronic worker shortages for decades unless all kids get a head start now."*

We hope you will join us in building the case for strengthening early education in Wisconsin through \_\_\_\_\_ (joining our team in April, serving on a board, advocating for early childhood, etc.)

I would be happy to answer any questions you may have.

Sincerely,