*Hi [Principal/Admin Name],*

*My name is [Your Name] and I’m reaching out regarding starting a speech and debate program at [School]. As an alum/parent/coach, I’ve seen firsthand the impact speech and debate can have on students and the school environment. [Add a personal anecdote about yourself or a student.]*

*Through speech and debate, students learn to see both sides of an issue, to persuade, to think creatively, and to confidently communicate to any audience. You can get a feel for what speech and debate looks like in the video below.*

Choose one, depending on what’s popular in your area:

* Informative Speaking: [Nationals 2017 - Jordyn Allen - “The Birds and the Weaves”](https://www.youtube.com/watch?v=pRNa6d9NP_E&t=3s)
* Original Oratory: [Nationals 2019 - Halima Badri "Won't You Be My Neighbor"](https://www.youtube.com/watch?v=9Q_uRUP8SmY&t=2s)
* Dramatic Interpretation: [Nationals 2015 - Daniel Williams - "Not a Genuine Black Man"](https://www.youtube.com/watch?v=KK41EKohCW4)
* Humorous Interpretation: [Nationals 2017 - Evan Eiglarsh - Tammy: A Coming of Age Story About a Girl Who Was Part T-Rex](https://www.youtube.com/watch?v=-5l6M2sOVFA&)
* United States Extemp: [Nationals 2019 - Christopher Maximos - “How will the Green New Deal influence future environmental legislation?”](https://www.youtube.com/watch?v=cgkTm-_Igdg&t=1s)

*Schools with speech and debate programs report increases in attendance rates, classroom engagement, test scores, school pride, and student self-esteem. I’ve included a letter from an administrator to you about the value of investing in the activity.*

*I’d love to see what it can do for [School]. Do you have some time to talk/meet on [Date 1] or [Date 2]?*

*Sincerely,*

*[Your Name]*