

# PSA Pitch Letter Template

Dear **[NAME OF PUBLIC SERVICE DIRECTOR]**:

Being a parent or guardian is one of life's most demanding roles. Those who are caring for children or youth with mental health needs face a variety of challenges many people cannot even imagine—not the least of which is figuring out where to turn for the services these children need. Fortunately, services and supports are available to children and youth with mental health needs—and their families—in **[CITY NAME]**. Since **[DATE]**, **[NAME OF YOUR PROGRAM]** has provided services to **[NUMBER]** children and their families. In addition, **[BRIEFLY STATE ANY OTHER ACHIEVEMENTS AND/OR SUCCESS OF YOUR PROGRAM]**.

On Tuesday, May 8, **[NAME OF YOUR PROGRAM]** will be joining other children's mental health initiatives across the country to kick off May Is Mental Health Month and celebrate their collaborative achievements through National Children's Mental Health Awareness Day 2007: Thriving in the Community. To celebrate the success of **[YOUR PROGRAM NAME]**, **[INFORMATION ABOUT LOCAL NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY ACTIVITY]**.

**[YOUR PROGRAM'S NAME]** is a program funded by the Substance Abuse and Mental Health Services Administration (SAMHSA). Like other SAMHSA programs, it makes services available to children and youth with mental health needs and their families. **[DESCRIPTION OF YOUR PROGRAM, AND A DESCRIPTION OF THE SAMHSA INITIATIVE THAT FUNDS IT]**.

In observance of National Children's Mental Health Awareness Day, we have prepared scripts for live-read public service announcements that we encourage you to run during the month of April. We have enclosed the PSA scripts and will contact you within the week to see if we can schedule a convenient time to meet about National Children's Mental Health Awareness Day, as well as the critical issues surrounding the care of children, youth, and families with mental health needs.

Thank you for your consideration of this important issue. I hope you will help us celebrate National Children's Mental Health Awareness Day by running the PSAs.

Sincerely,

**[NAME OF SPOKESPERSON]**