Dear [First Name],

Thank you for serving as a high school official in [State]!

Simply put, you are the backbone of high school sports.

Without you, life lessons aren’t learned. Memories aren’t made. High school sports aren’t even played.

You make it ALL possible! And you make it look easy, but we know it’s not.

It can be tough when fans are critical. You don’t always get the respect and recognition you deserve for giving back to your community. And bad behavior at high school athletic events is still a problem.

That’s why we are committed to working with the NFHS on the third year of the nationwide #BenchBadBehavior campaign.

You deserve better than this. High school sports demand better than this. And by working with the NFHS to address this behavior epidemic across the country, we will make it clear that bad behavior is unacceptable and will NOT be tolerated.

Thank you for your unwavering commitment and tireless service to high school sports. You’re making a meaningful difference in the lives of students. And you’re filling a critical shortage in our state.

We see you. We stand with you. And we are grateful for you.

Sincerely,

[Name and title of state association commissioner/executive director]

[Name of state association]