Dear [First Name],

We can’t thank you enough for serving as a high school official in [State]!

Because of you, students are learning invaluable life lessons through the games they love. Communities are being served selflessly. And high school sports can play on without interruption.

We know it’s not easy being a high school official. You take a lot of heat. You often don’t receive the respect and recognition you deserve. And mistreatment from high school sports fans continues to be a serious problem.

That’s why we are eager to work with the NFHS on the second year of the nationwide #BenchBadBehavior campaignto address this epidemic.

Bad behavior at high school athletic events has to stop. And by working with the NFHS to tackle this urgent issue all over the country, we can restore civility in our schools and make it clear that bad behavior will not be tolerated.

We are beyond thankful for your commitment to high school sports. For the meaningful difference you’re making in the lives of students. And for filling a critical shortage in our state.

Simply put, you make high school sports possible! And we couldn’t be more grateful.

Sincerely,

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

[Name of state association]