[Insert Date]

[Insert Mayor/Governor/CEO/Principal Name]

[Insert Mayor/Governor/CEO/Principal Office Address]

Dear [Insert Mayor/Governor/CEO/Principal Name],

I’m writing today to ask for your support in making [Insert City/State/Company/School] a Hopeful [City/State/Company/School]. Hopelessness is rising at unprecedented rates. Hopelessness, the feeling of emotional despair and sense of motivational helplessness, is predictive of weapon-carrying on school property, violence, crime, and so much more that negatively impacts our city. Higher hope, on the other hand, is linked to increased community engagement, more productive workforces, better relationships, higher graduation rates, longer lifespans, less crime, lower addiction, and reduced poverty.

We ask you to join the Hopeful Cities Movement by signing a proclamation to make May 1st as the International Day of Hope. The goal of the proclamation is to activate hope in our community by inspiring educators to utilize the free Hopeful Minds curriculums to teach children critical hope skills, encouraging governments, businesses, and schools to participate in the Five Day Global Hope Challenge to teach the Science of Hope, and to encourage all to learn about the Five Keys to SHINE Hope™ and to activate hope in their lives.

iFred, the International Foundation for Research and Education on Depression, has been researching and teaching the Science of Hope worldwide since 2013. They created Hopeful Minds ([www.hopefulminds.org](http://www.hopefulminds.org)), the first free, global program to teach the “how-to” of hope. iFred also created the Hopeful Cities Playbook, a free, sustainable, easily implementable tool that can be used to operationalize the Global Movement for Hope in our city.

The Hopeful Cities Playbook includes methods for activating hope through Science, Education, Government, Art, Awareness, and Workplace. It includes the Adult Snyder Hope Scale, a free tool that measures individual hope, as well as marketing campaigns, free curriculums, mural ideas, gardens, proclamation language, social media kits, and more. The full Hopeful Cities Playbook is available free for download at [www.hopefulcities.org](http://www.hopefulcities.org), or available for purchase on Amazon.

Everyone is affected by hopelessness at some point in their life. If not taught skills, many react in violent or self-destructive ways, instead of learning how to proactively manage despair and using it to drive change in society. Activating hope within your community will give everyone the tools they need to proactively manage hopelessness and come back to hope, no matter what life brings.

By joining the Hopeful Cities Movement, our [City/State/Company/School] works to not just talk about hope in the abstract, but to educate, inspire, and teach the “how-to” of hope. We must combat the rise of violence, crime, suicide, anxiety, and depression by ensuring that all are taught these critical skills. Our Global Hope Movement starts with you.

Sincerely,

[Insert Your Name]