Greetings,

We are writing to ask that you consider sponsoring a local event that can **powerfully change** the way **boys and young men are raised and educated in your community.** This event will bring you and the organization considerable exposure, and bring together stakeholders in your area **who care deeply about the developmental needs of boys and men**. Michael Gurian and the Gurian Institute will co-sponsor and help you to lead this event.

Renowned marriage and family counselor Michael Gurian ([www.michaelgurian.com](http://www.michaelgurian.com)) began studying the development of boys and men over two decades ago. Fifteen years ago, after publishing THE WONDER OF BOYS, he co-founded the Gurian Institute in order to facilitate diverse grass-roots support for research and training in male and female development. **Michael and the Institute have served more than 60,000 teachers and more than 100,000 parents.**

Michael has identified **eight key needs** in male development that each community must nurture if boys are to succeed in family, school, and life. The **Helping Boys Thrive Summit™** is a one-day event that can focus awareness and offer transformation on some or all of **these key needs:**

* protecting the emotional lives of boys,
* mother-son and father-son relationships,
* adolescent rites of passage for boys,
* education and schooling that fits boys’ learning styles,
* character building and character education,
* mentoring systems and male mentoring,
* how faith communities can help boys, and
* preparing boys for workplace success.

Michael and our Gurian Institute team feel certain that **you are already working in one or more of these areas**. We also believe that you know others who are committed **to nurturing young males**. We believe that you could provide or form a team **to lead a local event** that would garner major exposure and serve hundreds of people in one place, in your town. While there is no magic bullet for solving problems faced by males, **education and positive change begin with people like you** **raising awareness and providing evidence- and science-based solutions locally**.

Thus, we hope you will sponsor a **Helping Boys Thrive Summit™.** Should you decide to do so, Michael and the Gurian Institute ([www.gurianinstitute.com](http://www.gurianinstitute.com)) will provide you with a **comprehensive template for running the event** (based on the more than one hundred events we have run). **The template includes:**

* A “How to” manual for organization (including outreach to breakout presenters, venue/vendor suggestions, and step-by-step best practices).
* A Donor and Sponsor letter you can modify to approach underwriters to help with the costs of the event.
* Flyer and press release templates, with language and imagery you can use with the press and in advertising.
* Michael Gurian as the keynoter. Organizers are often able to garner strong media attention for his appearances.
* Dakota Hoyt and/or regional certified trainer as breakout presenter on how to help boys thrive in school, from Pre-K through college.
* Phone, Skype, and online mentoring throughout the preparation and execution of the event.

Please contact Michael at michaelgurian@comcast.net or Dakota Hoyt at dakota@gurianinstitute.com if you are interested in continuing this conversation. We hope you will join us in taking **boys’ work and nurturance to the next level** in your community. Thank you for your consideration, and I look speaking with you.

Yours sincerely,

Dakota Hoyt

Executive Director, the Gurian Institute

Michael Gurian

President, the Gurian Institute