



Beverly Farms Elementary School PTA
8501 Postoak Road
Potomac, MD 20854
www.beverlyfarmspta.org

Every child. One Voice.

August 29, 2011

Dear Beverly Farms Parent,

You may know that the PTA provides educational, enriching, and exciting programs and activities throughout the year, but did you also know that we ...

- Sponsor all in-school assemblies?
- Provide each teacher with an annual reimbursement fund for supplies?
- Donate thousands of dollars to improve our media center and technology each year?
- Sponsor the Artist and Author in Residence Programs?
- Provide an exciting week of Staff Appreciation?
- Contribute organizational and financial support to a variety of other school programs (patrols, scholarships, recess coaches, online learning tools)?

None of this would be possible without your continued support. Last year's inaugural Direct Appeal Campaign was a success raising \$6,000! I know we can raise even more this year! With continued budget cuts and rising costs throughout the state and county, we need to work together so that we can continue offering all of our wonderful programs and support our teachers as they strive to provide our children with the best education possible.

The Direct Appeal is a simple hassle-free way to ensure that 100% of the money you give remains in our school! Many schools across the country are making the change to direct appeal. Throughout the year, we will have other fund-raisers—wrapping paper sales, book fair, silent auction and bingo night—but the Direct Appeal will be our single community-wide fundraising drive.

Your donation will have an immediate and positive impact on your children, their education and their overall experience at Beverly Farms. The recommended tax-deductible donation is \$50 (only about 27 cents a day). This "recommended" donation is just that—a recommendation. We realize that some families may not be able to give \$50. Even a \$10 donation demonstrates a commitment to your child's education. We also ask that families who can afford to give more do so.

But wait! Just like last year, there's more! With every \$50 donation you make, you will be entered into a raffle to win a \$150 gift card to the Apple Store!

Won't you help us reach our goal of \$10,000 by making a tax-deductible donation today? Simply complete the donation form and send it to school through your child's backpack, or drop it in the mail.

Thank you for your attention and continued support. We are so fortunate to be part of the Beverly Farms Community; everyone working together in the best interest of our children. I look forward to an exciting year!

Sincerely,
Nicole Kustner
VP Fundraising



Beverly Farms PTA 2011-2012 Direct Appeal Campaign

Donor Name(s) _____
First Last

Home Address

Street _____

City State Zip

Home Phone _____

Email _____

Student Names/Grades _____

Amount Donated _____ Check # _____ Date _____

Please make your checks payable to Beverly Farms PTA.

Thank you for your generous support!

Matching Donation Programs

While you are preparing your donation to the Beverly Farms PTA, we encourage you to check if your employer offers a matching grant program. By taking advantage of your company's charitable program, your donation can go twice as far toward enriching your child's education. The Beverly Farms PTA is a fully tax-deductible public charity under U.S. Internal Revenue Code 501(c). The BFES ein# is 52-6070541