



Fruchthendler \$1-per-day Family Pledge Campaign

Dear Fruchthendler Families,

\$1 per day is all it takes (about the same as what you'd pay for a trip to Starbucks or for a Happy Meal) and what a difference it makes! Your \$1 per day – or \$180 per year per family- can help us make a 180 degree turn-around and fund those items (even basics) that our school needs like technology, library, playground monitors, substitute teachers, classroom & teaching supplies and professional development.

As parents, our children's education is of tremendous importance to us. We have chosen Fruchthendler Elementary because of its safe and loving environment, its academic reputation, and the educational enrichment programs that cannot be found in other schools. Fruchthendler *is* a public school, but many of the elements that create such a unique learning experience are the result of PTA funding- and this funding relies on your commitment to help us with our \$1 a day campaign.

Yes, we all pay for education through our state taxes, but we can certainly agree that educational funding in the state of Arizona is insufficient in providing our children with the kind of experiences we have historically given them at Fruchthendler. *These kinds of experiences require your financial contribution.*

Just \$1 per day (\$180 per year) per family allows us to provide programs which will otherwise be lost at Fruchthendler without your help. Programs that make Fruchthendler- *Fruchthendler.*

At our April PTA meeting we made a call of action to the audience to pledge **\$180 per family per year** and received *overwhelming support (99.2%)*. **Now is the time to send your pledge.**

Please remember that the reason you choose to send your child to Fruchthendler is that there is something special happening on this campus, something you will not find elsewhere. That is why we are counting on you to help nurture the truly unique educational experience at Fruchthendler. Contributions may be made in cash or check (made payable to *Fruchthendler PTA*) or by credit card.

We are happy to offer monthly payment plans and truly appreciate any amount that you can contribute (please contact MaryLynn St.Germaine at indenyl@hotmail.com for more information). We are hoping for a 100% participation to help us reach our modest goal of \$54,000 in this pilot year of the direct giving campaign.

Each contributing family will receive a raffle ticket to be entered into a drawing for prizes such as Principal-for-a-Day, reserved parking, lunch with your teacher, front row reserved seating at school performances... and more!

***Your family pledge is 100% tax deductible and 100% of these funds STAY AT OUR SCHOOL.
(Please note- your pledge DOES NOT include class funds or count toward PTA membership or yearbooks)***

Thank you for helping us to keep Fruchthendler- **Fruchthendler!**

Becca Keables and the PTA Board

\$1-per-day Family Pledge Q & A

“What is the \$1-a-day campaign“?

The \$1-a-day campaign is a direct giving campaign during which Fruchthendler families are asked to make a direct financial contribution to the PTA in support of our school and help us to provide the best educational experience for our children. \$1 per day equals \$180 per year per family.

“Why aren't we just holding fundraising events or selling gift wrap and magazines like other schools“?

Developed in direct response to overwhelming support during the April PTA meeting, the majority of Fruchthendler families longed to “just write a check” instead of being pressured to buy and/or sell stuff. We are also following the national trend of schools throughout our community and across the country as families prefer direct giving over sales-based fundraising.

“Is this different from the tax credit money“?

Yes. The \$200 per individual/ \$400 per couple tax credit donation, for which you receive dollar-for-dollar credit on your tax bill, is different (and supports different budget items) than the \$1-per-day campaign.

“Is my \$1 per day Family pledge tax deductible“?

Yes! It is 100% tax deductible and 100% of these funds come back directly to our school! Though no set amount is expected, we hope that all families will participate to the best of their ability.

“How much am I expected to give“?

We are asking for 100% family support to reach our goal of \$54,000. If each family contributes the requested minimum of \$1 per day (**\$180 per year per family**) we will reach this goal!

“Can I make monthly payments“?

Yes! Monthly installments can be made by check or by credit card. Please contact MaryLynn St.Germaine at indenyl@hotmail.com to set up automatic payments.

“Can I pledge more than \$180“?

Absolutely! If you are making monthly installments, please indicate your maximum pledge (i.e. \$25 per month) when setting up your payment plan. Any amount is appreciated.

“Who can donate“?

Anyone! Friends, family -this is a great way for others to contribute and show their support. Contributing families will receive a raffle ticket to be entered into a drawing for prizes such as Principal-for-a-Day, reserved parking, lunch with your teacher, front row reserved seating at school performances... and more!

“Can my employer match my pledge“?

If your employer offers a matching-gift program, consider Fruchthendler PTA's \$1-per-day campaign! We are an official 501(c)3. Ask your employer for more information on how to arrange for matching funds.

“Does this campaign replace all events at Fruchthendler“?

No! You can still look forward to all non-fundraising events like Family Fun Night, the Spelling Bee, Carnival, Rodeo Breakfast, Talent Show... and all of the other community-building events that Fruchthendler is known for.

For more information, please contact MaryLynn St.Germaine at indenyl@hotmail.com

Fruchthendler \$1-per-day Family pledge

*Please return this completed form with your contribution
(Only one envelope per family is necessary)*

Family Name: _____

Relationship to student/s: ___ Parent/ Guardian ___ Grandparent ___ Other relative ___ Friend

Address: _____

(for tax deductible receipt)

Child/ren's name, grade & classroom teacher at Fruchthendler: _____

Total gift amount:

___ \$180 ___ \$250 ___ \$500 ___ \$1000 ___ Other \$ _____

___ Cash enclosed

___ Check (*made payable to Fruchthendler PTA*)

___ Credit card (Visa/ MC) Number: _____ Expiration date: _____

___ I would like to make ___ monthly ___ quarterly payments in the amount of \$ _____ for a total of \$ _____

For more information, please contact MaryLynn St.Germaine at indenyl@hotmail.com