



Support your Burr Elementary School PTA

2017 - 2018

Direct Appeal Campaign



Dear Burr Families,

Please support the Burr Elementary School PTA's 2017-2018 Direct Appeal Campaign. The success of this campaign will have a direct impact on the experiences your child will have at Burr this year.

What does your PTA do with the money you donate?

Our number one goal is to enrich the experience at Burr for each child. We support our teachers by supporting programs and materials that enhance their teaching. Please join us in this effort! The attached PTA Contributions letter is a great review of all the great ways the PTA puts your generous contributions to work.

Why must we fundraise?

Your PTA provides essential programs and services that impact your children daily – that they otherwise would not have access to. In order to maintain this amazing level of quality offerings, we need our families to donate their time and talents, and where possible, contribute financially.

How do we fundraise?

The Direct Appeal is your PTA's largest fundraiser of the year. It is the easiest way for you to make a contribution, and your donation is 100% tax deductible. Over the years, we have actively reduced the overall number of fundraisers held at Burr. We sell advertising space in the Burr PTA Directory, which is now the PTA's second largest fundraiser. In addition, this year we have two Book Fairs, a Halloween themed party and several smaller fundraisers because of their popularity with our parents. Of course we always collect Box Tops for the benefit of the school and ask you to participate in the Stop & Shop A+ Rewards Program. If required, we will also have a spring fundraiser to ensure we meet our annual budgeted fundraising goals.

Is fundraising all that we're about?

No! One of the largest roles of your PTA is to provide volunteers for a huge array of services and events for our children (you staff the LLC with volunteers every day, you teach our children in the CANE, RiverLab, and Art in the Classroom programs, you run great family events such as the Variety Show – there's so much more!). Fundraising is essential for us to be able to continue to fund everything you have come to value and expect at this wonderful school.

This year we are offering two ways you can support the campaign. You can now donate using your credit card via PayPal at www.burrpta.org or via check by completing the form below.

Thank you so much for your continued support and we are looking forward to a great year!

Suzanne LaBella
Burr PTA President



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We'd like to support our Burr school!

There are 2 ways to show your support:

- 1. Donate online via PayPal at www.burrpta.org on the homepage or click the Direct Appeal link; or**
- 2. Pay via check by filling out the form below**

Family Name: _____

Suggested Donation: \$100 per child x # of children ____ = \$_____

Other Amount: \$_____ TOTAL Enclosed: \$_____ Check Number: _____

Child's Name & classroom (please list all of your children at Burr):

***Please make check payable to: "Burr Elementary School PTA"
Send in an envelope labeled
"Burr PTA Direct Appeal"***