



*Aye Matey,
Surrender the Booty!*
September 13 - 23, 2011

After conducting an informal survey of Pickett's Mill Parents, the Pickett's Mill Elementary School PTA has adopted a new *DIRECT DONATION* program for fundraising this year. We heard over and over that parents would prefer to make a monetary donation instead of a traditional fundraising program where everyone has to be a salesperson. If our budget needs are met, we will not ask you or your child to sell anything all year; instead the PTA is asking for *DIRECT DONATIONS* from family and friends to help us meet our fundraising goals. What does a *DIRECT DONATION* Fundraiser mean to you?

It means. . .

- ✦ 100% of the money raised goes directly towards PTA programs (It is typical for product based fundraisers and boosterthons, that only 50% of the dollars raised return to the PTA)
- ✦ Donations are 100% tax deductible
- ✦ Many employers offer to match your contribution, please check with your human resources
- ✦ Our children are not required to be salespeople

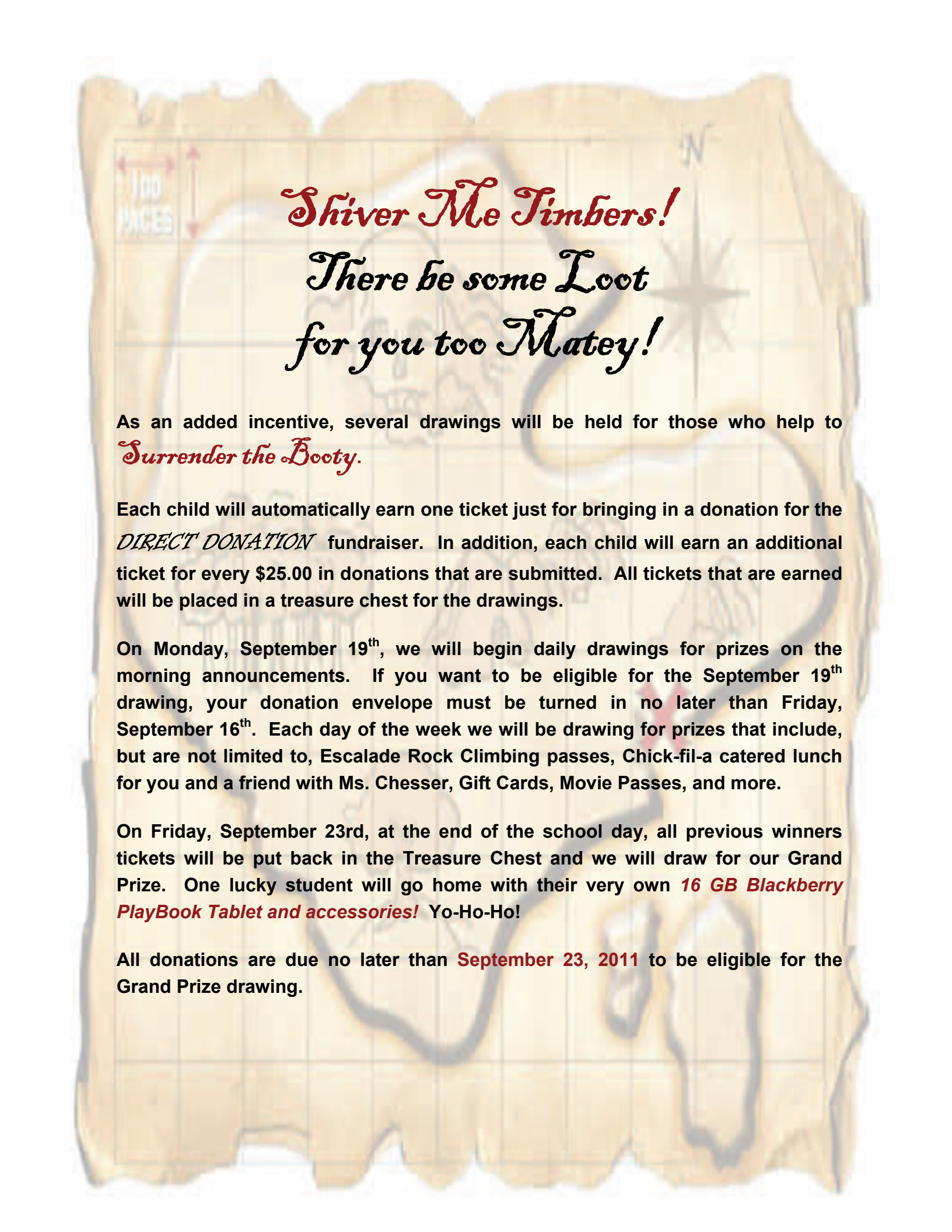
All funds raised from PTA activities provide our school with many wonderful enhancements for learning. Last year, PTA spent over \$50.00 per student on special programs, activities, resources and grants.

These include. . .

- ✦ Twenty additional laptops for the laptop cart
- ✦ Funding for the science lab
- ✦ Subscriptions to First in Math & Brainpop
- ✦ Reading programs & author visits
- ✦ Teacher grants
- ✦ Reflections
- ✦ Science Fair & Science Olympiad
- ✦ Family Events such as movie nights & bingo nights
- ✦ Student directories
- ✦ Teacher appreciation & recognition
- ✦ Community service program
- ✦ WatchDOGS program

It is critical to continue raising monies for PTA programming at Pickett's Mill. This is especially true with the budget concerns our schools are facing. Each family is strongly encouraged to participate and any contribution will be graciously accepted. Our goal is to raise \$25.00 per student. With the funds received by the Direct Donation program, the PTA expects to keep the programming at the same level as in the past years. A school wide traditional fundraiser will only be considered if budget needs are not met. The PTA thanks all parents for their involvement and financial support!! Please use the attached envelope to collect your 100% tax deductible donations to *Surrender the Booty*.

All checks should be made payable to: Pickett's Mill PTA.
Your check is your receipt for tax purposes.



Shiver Me Timbers!
There be some Loot
for you too Matey!


As an added incentive, several drawings will be held for those who help to *Surrender the Booty.*

Each child will automatically earn one ticket just for bringing in a donation for the *DIRECT DONATION* fundraiser. In addition, each child will earn an additional ticket for every \$25.00 in donations that are submitted. All tickets that are earned will be placed in a treasure chest for the drawings.

On Monday, September 19th, we will begin daily drawings for prizes on the morning announcements. If you want to be eligible for the September 19th drawing, your donation envelope must be turned in no later than Friday, September 16th. Each day of the week we will be drawing for prizes that include, but are not limited to, Escalade Rock Climbing passes, Chick-fil-a catered lunch for you and a friend with Ms. Chesser, Gift Cards, Movie Passes, and more.

On Friday, September 23rd, at the end of the school day, all previous winners tickets will be put back in the Treasure Chest and we will draw for our Grand Prize. One lucky student will go home with their very own *16 GB Blackberry PlayBook Tablet and accessories!* Yo-Ho-Ho!

All donations are due no later than **September 23, 2011** to be eligible for the Grand Prize drawing.



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Pickett's Mill Elementary
Surrender the Booty
DIRECT DONATION Fundraiser
September 13-23, 2011

Name _____ Grade _____ Teacher _____
 Street Address _____ City _____ State _____ Zip _____
 Home Phone _____ Cell Phone _____ Email _____
 Total Amount in Donations Submitted \$ _____ (Please make checks payable to: Pickett's Mill PTA)

For PTA Use Only:
 Total Checks _____ Total Cash _____ Total _____ # Tickets Earned _____

#10 Reply Envelope: 4 1/4" x 9 1/2"