



Parent Teacher Association

## Spring Benefit 2018

Dear Friend of PS 281 – The River School:

The River School, PS 281, is a growing neighborhood public school established in 2013, currently offering Pre-K through 4th grade. We will continue to expand until we reach 5<sup>th</sup> grade. This growth brings new opportunities and challenges, including the need for additional materials and resources to support our school programs.



On **May 4, 2018**, The River School PTA is hosting its **5th Annual Spring Benefit and Auction**. This event is our largest fundraiser of the school year, and **every dollar we raise directly impacts our ability to support many critical programs that are not included in the Department of Education budget**. Without the generosity of businesses like yours, a number of enrichment programs, as well as supplies and support for some of our basic programs, will be greatly diminished or even eliminated.



We are reaching out to you to ask for support. It is our hope that your generous donation of your product or services will assist us in continuing to provide these vital learning tools and programs.

But your donation doesn't just help our school. **You'll also be marketing your products and services to a community of families in the Kips Bay, Murray Hill, and Tudor City neighborhoods that spends thousands of dollars a day at local businesses!** Your donation will be notably listed in our online auction catalog and other PTA communications. By donating to the PTA, you can reach new customers and create a positive association with your brand.

We have taken the liberty of enclosing a donation form for you to complete. Completed donation forms can be scanned and e-mailed to [springbenefit@ps281.org](mailto:springbenefit@ps281.org); returned to the person who gave you this letter; or mailed to:

**The River School PTA | 425 East 35<sup>th</sup> Street | New York, NY 10016 | Attention: Spring Benefit 2018**

Thank you, in advance, for your generosity and support of our school and public education. We greatly appreciate your kind support.

Sincerely,

PS 281 PTA



Parent Teacher Association

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### Auction Item Donation Form

#### Donor Information

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

#### Donation Information

Item Name: \_\_\_\_\_ Estimated Retail Value: \_\_\_\_\_

Minimum Bid Amount (if blank, will be set to 1/3rd of Estimated Retail Value): \_\_\_\_\_

Description (as you would like it to appear on the listing):

Restrictions, Limitations, and/or Expiration Date:

- Item/Gift Certificate Enclosed
- Present form to redeem
- Call to arrange pick-up/delivery

#### Solicitor Information

PS281 Parent Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

#### Sponsorships

- Patron (\$5,000+)
- Friend (\$2,500-\$4,999)
- Associate (\$1,000-\$2,499)
- Sponsor (\$500-\$999)

If you make a sponsorship donation, we'll put your ad in our auction catalog, our online bidding website, onscreen during the event, and in our River Circular ad supplement to all parents. Contact [pta.secretary@ps281.org](mailto:pta.secretary@ps281.org) to arrange payment or learn more.

***Please return this form and deliver donated items to the address below by April 1<sup>st</sup>, 2018***

The River School PTA - 425 East 35<sup>th</sup> Street - New York, NY 10016 - (212) 251-6640

If donated item is accepted in electronic or printed form (e.g., e-gift card), you can email the item and this form to [springbenefit@ps281.org](mailto:springbenefit@ps281.org).

***Thank you for your generous support! For questions, contact [springbenefit@ps281.org](mailto:springbenefit@ps281.org).***

*The River School - PS 281 PTA is recognized as a not-for-profit organization under section 501(c)(3) of the Internal Revenue Code (EIN: 90-1020071). All contributions are tax deductible to the fullest extent allowable by law.*