

# PARENTS, WE NEED YOUR HELP!

**Soliciting auction items for our Spring Benefit & Auction takes just a few minutes of your time!**

**Here is a sample letter you can email to potential donors along with the attached Donation & Sponsorship Form.**

Hello,

I am writing to you from PS 281 The River School. A recently established neighborhood public school on the east side of Manhattan, the River School currently serves 340 pre-kindergarten through 5th grade students. As we expand, we rely on the generous donations of businesses like yours to help deliver enrichment programs and supplies to our young students, teacher workshops, and much more!

Now, we are asking for your support with a donation to our 2019 Spring Benefit & Auction. In addition to helping our school, you'll be marketing your products and services to a growing community of 300+ families in the Kips Bay, Murray Hill, Waterside Plaza, and Tudor City neighborhoods that spend thousands of dollars per day at local businesses!

Please find a donation form attached, along with information on more sponsor packages. Completed donation forms can be e-mailed to [springbenefit@ps281.org](mailto:springbenefit@ps281.org) or mailed to: The River School PTA - 425 East 35th Street - New York, NY 10016, Attention: Spring Benefit 2019

Thank you in advance for your generosity and support of our school and public education.

Sincerely,

[your name], parent of [your child's name and grade]

**If you are seeing potential donors in person, try saying this:**

"Hi, would you consider donating to the Spring Benefit & Auction for my child's school? It's a great way to market your business to a growing community of more than 300 families in the neighborhood."

**Then leave a copy of the Donation & Sponsorship Form with them.**