



March 31, 2008

Dear Thomas Dale Band Parent,

As you probably know, we are launching an ambitious fund-raising campaign to purchase badly-needed new uniforms for our Thomas Dale Marching Knights. Many of our current uniforms are 10 years old and have become so worn and tattered they are difficult to repair and alter.

We're also looking to adopt a new uniform design that will give our band a brighter and more distinctive look on the field.

This is a massive undertaking. We will, of course, receive some funding from the County, but we need to raise a total of \$45,000 to begin to start outfitting our growing band with new uniforms. You're probably aware that band uniforms are specialized garments, costing \$450-\$500 each.

***We need your help, and we need it now.***

In addition to the usual band fund-raisers in the fall, such as "Tag Day" and the fall fruit sale, we are creating a Community Calendar for the 2008-2009 academic year. By selling advertising space on the calendar, we hope to raise a significant amount of money toward the new uniforms. Our success in this endeavor will depend entirely on how many ads we're able to sell.

And by "we," I mean all of us...not just a select few. All of our children will benefit from our combined efforts.

In order to produce our Community Calendar for the upcoming academic year, we need to secure the advertisements THIS SPRING. The deadline to place ads in our Community Calendar is May 1, 2008.

### **Two Different Types of Ads:**

#### **Personal Family Ads:**

For just two dollars, you can celebrate or commemorate an important date for your family and have it listed in our Community Calendar. List birthdays... anniversaries... best wishes...pet birthdays...you name it!

An order form is enclosed and we encourage parents, band members and their brothers and sisters to contact friends and relatives to secure these fun listings.

A pre-addressed envelope is also enclosed to send your order. Please remember we need to receive your order(s) by May 1, 2008.

**Business Ads:**

We also are reaching out to local businesses for their support, asking them to purchase larger ads in our calendar. We need your help with this, too.

We will mail solicitation materials to a number of Chester area businesses, but we're also asking you to use your "personal touch" to bring our fund raiser to the attention of your employer.

Please don't put this off; the deadline for buying business ads is also May 1, and companies usually need time to make such decisions.

We're not asking for any high pressure sales here...we're just hoping that you will be willing to find the right company official where you work (it's often somebody in HR) and mention that you know from personal experience that the TDHS band program is a community activity that's worthy of support.

With that in mind, I'm enclosing another envelope here that contains the business-oriented fund-raising materials, and I hope you will carry it to your employer.

Many, many thanks, and please remember that our kids are counting on us.

*Tami Schoepflin*

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