

LET'S RAISE SOME LOOT!



Dear Desert Willow Parents,

Our family friendly, western style event comes riding back in to Desert Willow on Friday, November 4th, 2011. The PTO Gang is busy rounding up a herd of parents, local businesses and community partners to ensure that our major fundraising event of the year is a rip-roaring success. Our PTO runs on dollars earned strictly through our fundraising efforts and our accomplishments come directly from the support and generosity of our parents and community members. In these challenging economic times, we need YOU . . . yes, that means YOU, partner, to put on your boots and cowboy up!

How can you help us raise a bundle of loot? Some of you have already started inquiring about Sponsorships/Underwriting or how to donate Silent Auction and Roadrunner Raffle items! As you can imagine, the solicitation of sponsorships/underwriters, raffle and auction items is a huge endeavor and such a vital part of the success of this fundraiser. If every Desert Willow family solicits the donation of just ONE item or ONE sponsor, imagine what we could accomplish. More importantly, think about the potential DOLLARS we could raise for the old schoolhouse! It would be a HUGE BUNDLE OF LOOT benefiting our students, teachers and staff!

Would your family, business or the business you work for be willing to Sponsor/Underwrite an attraction for our event? Do you work for a corporation that has a marketing budget for community donations or sponsorships? Please ask, as usually they are more than willing to donate, especially to an elementary school. Helping out does not mean you need to go out and spend money buying an auction item. Do you have a talent that you can share? Are you a photographer who could offer a family portrait or a music teacher willing to donate a piano, guitar or voice lesson? Maybe you're a golf pro willing to give a private lesson. You get the picture. We have an amazingly creative community of both students and parents. Your talents, business connections, and professional services are extremely valuable!

Ideas for the solicitation of raffle and auction items are limitless, but here are a few suggestions. Ask your pool man, hairdresser or nail technician, dog groomer, dentist, chiropractor, or massage therapist for a donation. Think about your landscaper, house cleaner, window washer or florist. Consider approaching your dance, yoga or karate instructor, gym or personal trainer. What restaurants, resorts, spas or golf courses do you regularly visit? What can you ask for? Any merchandise and/or goods and services, gift cards or gift certificates, Art, sports memorabilia, or simply a basket of coffee and treats. Toys, sports and camping equipment, electronics or household items. Have you thought about donating your own sports, concert, theater, or special event tickets? Community members, business owners and individuals do want to help, so don't be afraid to ask. If you ask for it, chances are, you'll get it!

A copy of our Solicitation Letter, Silent Auction ★ Roadrunner Raffle Donation Pledge Form and Sponsor/Underwriter Contribution Form are attached for your convenience. You may also pick up additional copies in the front office or PTO room, and they are available to download from the DWES PTO website at www.dwespto.org.

We hope that our excitement for our rootin', tootin' roundup is contagious as we cannot accomplish the PTO's goals alone! It is our highest priority to continue to raise the necessary funds to enhance our children's public education. We have some mighty tall boots to fill, so, please consider lending a helpin' hand!

Julie Wilson & Kristin McDade

Co-Presidents
Desert Willow Elementary School PTO
Roadrunner Roundup Sheriffs



"Learning for Life, Loving to Learn"