



Broadway Elementary PTO
**2020 - 2021 Direct Donation
Fundraising Campaign**
September 23rd – October 16th

OUR DIRECT DONATION CAMPAIGN STARTS NOW!

The Broadway PTO is excited to kick off our sixth annual direct Donation Fundraising Campaign to meet the majority of our school's fundraising needs. By implementing this type of campaign, we're eliminating the need for sales-based student fundraising for the PTO throughout the year. This campaign has been extremely successful in the past, and we continue to receive positive feedback. Let's do it again, Broadway!

When considering contributing to this campaign, remember all the great things that your donations continue to support: technology improvements, outdoor learning, recess and playground sports equipment, online educational memberships, leveled readers, staff appreciation, classroom grants, and SO much more!

OUR GOAL IS 100% PARTICIPATION!

We understand that not all of our Broadway families can contribute the incentivized amounts; we just ask that you contribute what you can. **We welcome contributions for ANY amount.** Anyone can contribute in your child's name - grandparents, aunts, uncles, cousins, friends, or your place of business – and those donations will count towards your child's overall total for STAR incentives. Every donation counts and makes a valuable difference to the programs we support. **Online donating** is also available, and can be done by visiting www.broadwayelementarypto.com and clicking on the DIRECT DONATION tab. This year you can also pay via Venmo to @SueParkBroadwayPTO. Please put student's name in memo so we can keep track for the incentives.

There are several new STAR incentives for your level of participation in the campaign this year. The top-grossing grade will participate in a SILLY STRING PARTY with their teachers! In addition, the PTO will be rewarding the top-grossing classroom and the first classroom to reach 100% student participation each with a Chick-Fil-A lunch party. ***A special celebration will take place if we reach our goal of \$25,000...a school-wide EXTRA RECESS WITH POPSICLES!!!!***

Don't forget that Silver, Gold and Platinum STAR donors will participate in an **ice cream sundae party!** Platinum and Silver STAR donors will also participate in an exclusive **pizza party lunch with the principals!**

Broadway Elementary is extremely fortunate to have so many families willing to support the students, teachers, and faculty by participating in this campaign! Donations are fully tax-deductible.

Thank you in advance for your generosity and support!

Eden Barrett
PTO VP, Fundraising
broadwayptovp@gmail.com