

# 2012 NATIVITY OF MARY CASH RAFFLE

Dear Parents,

February 15, 2012

We want to take this opportunity to thank all of you for your generous support throughout this school year. We are well on our way to reaching our very ambitious fundraising goal of \$133,000 for the 2011 - 2012 school year and we appreciate all that you do to continue to support Nativity. While we are very close to reaching our goal, there is still one large fundraiser left in the school year - the 2012 Nativity of Mary Raffle whose success is critical to us achieving our goal.

Our initial raffle last year was a resounding success. We raised over \$20,000 from the raffle and had a family participation rate of almost 90%! We had many families sell a large block of tickets and instead of only rewarding a pizza party to the grade with the highest average sales per student, we had 4 separate grades earn pizza parties as we exceeded our initial sales goal. We hope to build on that success this year, and our goal is to raise \$23,000 from this years' raffle.

The raffle drawing will again be held at the Nativity "Spring Concert" which this year will be held on May 17th. Tickets will be \$10 each with over \$10,000 in total prizes, and contests will again be held among the various grades to help generate excitement within the school.

The success of the raffle depends almost entirely on the participation of all school families - including yours, so we are asking all school families to sell tickets. Last year we distributed tickets to families based on the number of children in the school, but after considering feedback from many families, we have decided this year to distribute an equal amount of tickets to each school family. As a result we are asking each school family to sell 30 tickets each.

We will again offer a number of sales incentives which include:

- Seller of the Grand Prize ticket will win \$500.
- Each family that sells their allotment of 30 tickets will receive 2 dress down passes for each child in their family. 2 additional dress down passes per child will be awarded for each additional block of 30 tickets sold by each family.
- If the goal of \$23,000 is achieved, each grade that attains 100% of their sales goal will be awarded a pizza party.
- Class with the highest average sales per student will win a pizza party.

You will be receiving the formal raffle instructions and tickets the week of February 27th. Shortly thereafter you will be contacted by a parent volunteer who will be your individual grade coordinator. The coordinator will answer any questions you may have, walk you through the process of selling the tickets, and work with you over the next few months to coordinate all aspects of the raffle.

It is our hope that all families will take on this challenge and make this another successful fundraiser for our school. A small investment of your time will ensure a large return for our children.

Thank you in advance for your support and your continued dedication to our School.

Sincerely,

John Kleinmann,  
HSA President