



Stuyvesant High School Parents' Association

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SPRING FEAST 2017



How to Offer Ads in the Spring Feast Journal and solicit Donations for SF Auction

WHAT YOU ARE ASKING FOR:

Spring Feast Journal Ad - You can show them the Advertisers Form or the Spring Feast Journal from last year

- Full-page advertisers only will be thanked in the following ways:
- Listing on the Stuy PA Website and listing in special edition of the Stuy Weekly PA E-News reaching 4,100 Stuy parents and on the Stuy PA Official Facebook page.

Donated Gift Certificates for Services and Goods (no physical merchandise please)

- Stuy PA is holding an Online Auction in April that will reach over 4,100 families
- Popular Auction items include event tickets, complimentary dinners at great restaurants, event tickets, tours, health fitness and beauty services, educational services, etc.

In addition to soliciting local businesses, think about who you know that might support you or your child's school. We tend to take our connections for granted and not realize that others might be interested a particular service or item. Maybe you know a travel agent, or a salon owner? Maybe your cousin has a restaurant, or is a jeweler? Perhaps your child visits a Stuy neighborhood dentist, doctor because it is convenient to their schedule? Do you have a favorite restaurant you frequent? Think outside the box! Parents might bid on all kinds of gift certificates.

FOR AN IN-PERSON VISIT: (most effective)

- Have your "Stuy Fundraiser Package" with you including:
 - Donation Certificate; Advertisers Form; Community letter; Copy of last years Spring Feast Journal (to show while speaking only, do not leave behind)
- Speak to the owner or manager of the business. If they aren't there, get a number and/or an email, and the best time to reach them. No one else has the power to give a donation.

SPEAKING POINTS: Give your name -- let them know that you are fundraising for Stuyvesant HS

- Stuy is a top PUBLIC Specialized HS that receives less funding than other schools from the DoE
- Our Parents' Association must fundraise to provide everything from copier paper to computers, school trips, and even to keep the school library open a few extra hours.
- On March 31st the PA will be hosting its Spring Feast which the largest fundraising event of the year. This year's Spring Feast dinner will include dinner, raffles, online silent and live auctions, and a journal.
- Promotion for the event will reach over 4,100 parents, so supporters will reach a large audience

CONNECT STUY WITH THEIR BUSINESS

- "Our event attracts so many and I know it would be good for business!"
- "This is a great way to establish a stronger relationship with the school community"
- "I appreciate how much your business supports the local student population..."
- "You are so popular with the kids around here..."
- "Your business has a reputation for giving back to the community"
- "I am always stop in your store/restaurant when I am in the neighborhood"

EXAMPLES OF HOW TO PHRASE A REQUEST

- "Can you help us out with a \$200 donation?"
- "Will you be able to offer 4 dinners at your lovely restaurant?"
- "Are you able to donate \$60 worth of beauty services here at your salon?"
- "If you could donate a 2 week package of free Spin Classes, our families would bid high for an item like that!"

ALWAYS

- Remember to listen to what is important to them. You might be surprised that they are willing to give more than you expected or they are interested in being involved in a different way than you were expecting.
- Thank them for their consideration and for listening to you--even if they turn you down,
- You aren't asking for the moon! The worst thing anyone can say is no!