



St. John the Baptist Catholic School



December 7, 2007

Dear St. John Families,

As part of our ongoing fundraising and outreach efforts, this year we are targeting the larger corporations in our towns that St. John families frequently patronize. We will be asking these key companies to give back to the community that supports them by making generous donations our school fundraisers.

In order for us to demonstrate the value that St. John families bring to their businesses, we are enclosing a short survey for you to complete. Your responses will help us tremendously when it comes time to write our solicitation letters, as your answers will make our letters all the more personal and compelling. We would like these companies to see that the school, parents and children reaching out to them comprise of their most loyal and frequent customers. We hope this will give them the inclination and impetus to give back to us. Your responses will give power and validity to our statements enabling us to write, for example, "100% of St. John families support your business," or even "150 St. John families use your services throughout the year."

We know everyone is concerned about privacy. Please be assured that your responses will only be used for this specific purpose.

In the meantime, the success of this survey and the persuasiveness of our letters rest on everyone returning their answers promptly. We kindly ask the survey to be returned no later than, **Thursday, December 20, 2008**. You may return them in the Wednesday envelope or submit them to Jenny Giaquinto at the school office. We thank you in advance for your time and support.

With heartfelt thanks,



Kristine Keefer
Gala Committee Member