



SOLOMON SCHECHTER  
DAY SCHOOL OF  
NASSAU COUNTY

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SOLOMON SCHECHTER  
HIGH SCHOOL  
OF LONG ISLAND



Spring, 2009

This letter is to request a silent auction or raffle prize for The Solomon Schechter Day School of Nassau County and Solomon Schechter High School of Long Island's Dinner Dance: *Light The Way, Illuminate The Path For Our Children* which will take place on May 12, 2009.

Solomon Schechter is a non-profit Jewish Day School which currently has over 550 students enrolled in grades kindergarten through 12 including students from your area. Tuition alone does not cover the cost of educating these students. Additionally, 40% of our families require tuition assistance. A successful fundraising event is vital to us in order to continue providing an education of excellence.

A donation of goods or services would be tremendously appreciated. We look forward to listing your name in our journal/program so that we can acknowledge your gift. Naturally all donations are fully tax deductible.

Thank you for your help and support.

Very truly yours,

Yvette Bergman  
Development Associate

Elementary School  
Barbara Lane  
Jericho  
NY 11753  
P. 516-935-1441  
F. 516-935-8280

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Middle School  
High School  
27 Cedar Swamp Rd.  
Glen Cove  
NY 11542  
P. 516-656-5500  
F. 516-656-9822

**Your Personal Letterhead or  
Business Stationery  
Sample Letter For Soliciting Journal Ads**

*Date*

Dear (*Friend, Relative, Business Associate or Contact*),

Please consider purchasing a journal ad in Solomon Schechter's upcoming "*Light The Way: Illuminate The Path For Our Children*" commemorative journal which will be published in conjunction with our annual fundraising dinner dance. This year the event will take place on May 12, 2009 and honor Sheri & Ira Balsam, Manda & Lenny Kristal, and Harriet & Marvin Rosen.

I am writing to seek your help in supporting this cause because it is very close to my heart. This is a unique and wonderful organization. I know this first hand as my child(ren) are now recipients of this exceptional education.

The Solomon Schechter Day School of Nassau County and High School of Long Island offers an excellent secular and Judaic studies program for students in kindergarten through 12<sup>th</sup> grade who live in Nassau, Suffolk, Queens, and Brooklyn. Unfortunately, tuition alone does not meet the cost of educating a child at Solomon Schechter. It also does not cover the provision of financial assistance to the approximately 40% of our families who rely on this assistance in order to send their children to our school.

We rely on donations from supporters outside our immediate academic community.

Please consider purchasing a journal ad for this event. The ad submission deadline is April 19, 2009.

***I ask you to consider an ad of good wishes. Please fill out the pertinent information on the enclosed form, and send it back to our school, with your check.*** These contributions are tax deductible to the fullest extent allowable by law.

I hope you will help us out and support our school. Thank you for your consideration.

Sincerely,

(Your name)  
enc.



**Solomon Schechter Day School of Nassau County  
Solomon Schechter High School of Long Island**

*Corporate Sponsors  
Light The Way Dinner Dance  
Illuminate The Path For Our Children  
May 12, 2009*

***Corporate Partner: \$10,000***

Logo on banner at entrance of each event  
Logo on event signage  
Logo on website [www.ssdsnassau.org](http://www.ssdsnassau.org)  
Listing in advertising and press releases  
Ad in commemorative journal  
Business Card Placement in School Calendar  
Yearbook ad  
Listing in Annual Report, Scroll of Honor and School Newsletter  
Full page ad in School Directory Yellow Pages

***Corporate Friend: \$5,000***

Logo on event signage  
Logo on website [www.ssdsnassau.org](http://www.ssdsnassau.org)  
Listing in advertising and press releases  
Ad in commemorative journal  
Business Card Placement in School Calendar  
Yearbook ad  
Listing in Annual Report, Scroll of Honor and School Newsletter  
Half page ad in School Directory Yellow Pages



## Solomon Schechter Day School of Nassau County Solomon Schechter High School of Long Island

### Tuition Reduction Opportunity

**SELL JOURNAL ADS FOR THE ANNUAL DINNER DANCE  
LIGHT THE WAY: ILLUMINATE THE PATH FOR OUR CHILDREN  
2009/5769**

- **New Advertisements:** Earn a credit towards your tuition obligation for the 2009-2010/5770 academic year equal to 50% of all new advertisements\* that you solicit on behalf of the School before April 19, 2009.
- **Previous/Repeat Advertisements:** Earn a credit towards your tuition obligation for the 2009-2010/5770 academic year equal to 15% of all repeat advertisements that you solicit on behalf of the School before April 19, 2009.
- Maximum credit can be up to your **total tuition** obligation.

#### **Advertisement sizes and prices for the 2009 Annual Benefit Journal are as follows:**

- |  |  |
|--|--|
| <input type="checkbox"/> \$18,000 Inside Front or Back Cover | <input type="checkbox"/> \$ 1,000 White Full Page                |
| <input type="checkbox"/> \$10,000 Jeweled Full Page          | <input type="checkbox"/> \$ 500 Half Page                        |
| <input type="checkbox"/> \$ 5,000 Gold Full Page             | <input type="checkbox"/> \$ 250 Quarter Page                     |
| <input type="checkbox"/> \$ 3,600 Silver Full Page           | <input type="checkbox"/> \$ 180 Congratulatory Message – 2 lines |
| <input type="checkbox"/> \$ 1,800 Bronze Full Page           | <input type="checkbox"/> \$ 100 Friend Listing (Name Only-1line) |

\*New Advertisements are defined as:

- Advertisements emanating from any person, family, business or organization that has never donated to the school or paid for advertising with the school in the past, or
- Advertisements from previous contributors and/or advertisers:
  - Where the advertisement exceeds their largest annual campaign gift or advertisement since 2005, in which case 50% of the increase is eligible for the discount; or,
  - Who have not made a contribution or placed an advertisement since 2005.

The IRS requires that we file Form 1099 in the amount applied to your tuition, therefore, you must provide your Social Security number to participate in the program. It is understood that you will be responsible for any tax burden on the percentage of income contributed toward your child(ren)'s tuition.

***LIGHT THE WAY Dinner Dance***  
***Illuminate the path for our children***  
***CELEBRATE LAG BA'OMER***  
***Tuesday, May 12, 2009***  
***18 Iyar, 5769***

***Silent Auction Wish List***

**Jewelry, watches and accessories:** Gold, silver, or diamond jewelry, top quality costume jewelry, gift certificates for jewelry, or designer accessories (handbags are great!), etc.

**Handmade and luxury goods:** Fine crafts, Judaica/art, handmade knitted/crocheted items, handmade quilts, electronic goods, etc.

**Getaways:** Do you or someone you know own a summer home or winter home or a time share? Hotel opportunities?

**Tickets/Culture/Entertainment:** Boat for an afternoon, sports tickets, theater tickets, concert/ballet/opera tickets, child-friendly shows, tickets to television show, day of golf or tennis (or lessons)

**Children's Interest:** Party places, after-school programs, playground, camp opportunities, etc.

**Unique Experiences/Special Opportunities:** Back stage passes, ride on a fire truck, internship for a teenager, meet a celebrity, sports or entertainment memorabilia, autographed items, etc.

**Restaurants/Food:** Kosher restaurant gift certificates, kosher caterers offering food package (brunch, picnic, hors d'oeuvres party for 5 or 10)

**Services:** Tutoring, decorating/architect, music lessons, photography/portraits, organization, etc.

***Suggestion: Sources of Journal Ads***

- |   |                      |
|---|----------------------|
| ▪ Group Ads From Several Families       | ▪ Kosher Restaurants |
| ▪ Grade/Class Ads                       | ▪ Kosher Caterers    |
| ▪ Suppliers To Your Company             | ▪ Florists           |
| ▪ Accountants/Auditors/Stock<br>Brokers | ▪ Jewelers           |
| ▪ Insurance Agents                      | ▪ Photographers      |
| ▪ Car Dealers                           | ▪ Musicians/DJs      |
| ▪ Banks                                 | ▪ Landscapers        |
| ▪ Employers                             | ▪ Camps              |
| ▪ Local Shops                           | ▪ Food Stores/Delis  |
| ▪ Travel Agents                         |                      |
| ▪ Beauty Salons                         |                      |