

Port Chester High School Marching Band The Importance of Student Fund Raising and Helpful Ad Journal Tips

Student Fund raising is imperative in the Port Chester High School Band Program you will quickly learn that one of the most important responsibilities that you have as a band family is to meet your yearly quota. This is the responsibility of *every student* in the Band and Color Guard. The first fundraiser of the new Band Season is the Ad Journal. The Ad Journal has assisted our program in raising funds needed in order to participate in many wonderful and unforgettable experiences. The funds raised by the students is what supplements the programs expenses and allows our children to participate in Music and Competition programs throughout the year. Our program keeps these young people occupied with intensive practices and extensive training in music and marching, provides specialized instruments to students that cannot afford them. The program supplies support for their competitive efforts by providing miscellaneous equipment, transportation, food and drink during the competition season.

By now each 2016-2017 High School Band Student has received the information required for the up and coming Band Season. The packet includes Fund Raising information. The packet contains the forms required to sell Ad Journals. If you are in need of more forms, you can also sign onto the band website at www.portchesterhighschoolband.org.

In order to successfully manage your Ad Journal sales, here are some pointers:

- Have a target list of businesses and family members prepared so that you can check off your responses and follow up with the businesses in the area.
- Have a cover letter prepared introducing yourself and explaining a bit about the program and how fund raising assists the program. Attach the cover letter to the ad journal sheets when mailing out to businesses.
- Turn your Ads in; *please do not hold onto them*. My address is 275 Madison Avenue, or contact me at my cell phone of 914-447-1322.

The following is a paragraph that you might want to add to your cover letter:

Deciding to place an ad in the Bands Ad Journal is a good idea for both your business and the Band because your ad will not only help support the Band program, but it will also advertise for your business. Once the Journal is published, all participants in our fund raiser receive a copy of the book. What is a better way to promote your business, than to have your business name or logo located in businesses and homes throughout town?

I hope that this information helps you succeed in your child's fundraising efforts. Please remember that your child is a part of an amazing program that for many years has been led by the dedication of our Director, his staff and of course our Community Pride.

Please contact me if you have any questions or require further assistance.

Thank you and have a great summer!!

Debbie Scocchera