



## **A Community Conversation: Diversity in the CS Classroom**

**Tuesday, August 19 – North Salem High School – 8:30 – 4:30**  
*A Collaboration of the OPAS Initiative, ETIC CS Task Force &  
Techstart Education Foundation*

### **Soliciting donations**

#### **Solicitation letters – the collected wisdom of various community volunteers:**

- Use your school or PTA letterhead
- Include your school or PTA Tax ID
- Specify “Public school”, “public agency” or “501(c)3”
- These letters are often most effective as a followup to a personal contact or phone call. If so, mention that contact/call.
- If they have previously donated, acknowledge that.
- Your ask – what do you want? How much?
  - E.g., Five \$50 gift cards to Best Buy for Attendance Incentives
  - E.g., pizza for 150 career-fair attendees
- What will you use it for?
  - E.g., Day-long recruitment fair to get middle school girls and their parents excited about computer science and technology classes before they sign up for their freshman class schedule
- Who will it benefit? How?
  - projected attendance or participation or number of students served
- When will it be used?
- Why are you doing this (i.e, a mission statement)?
- What PR can you offer the donor, if any (banner, program note, newsletter listing?)
- Contact info for further information, transfer of stuff.
- Say thank you. Indicate willingness to accept less than your ask, if appropriate (e.g., pizza at half price)
- Be brief. Use elevator speeches in the letter; for lengthier descriptions include a separate page, flier, or brochure.
- Use spell-check. Print your draft. Read it aloud slowly. Test it on a neutral party.
- Make sure a written thank-you note on letterhead goes out acknowledging the donation (unless the donor specifies otherwise).

[ Date]

[Target donor name or title  
Address]

Dear [donor name or title]:

I teach Computer Science at [school]. Today's students will be driving Oregon's future economy, and we want them to be highly employable and innovative. We want more [target pop] excited about [technology, engineering, computer science]. About [#] students will attend our [activity description] on [date].

Please support these [efforts, students] by donating [ask e.g, 70 large pizzas delivered to the Main Gym at noon on Tuesday, January 20, 2008]. We can print your logo on the event posters and, if you provide one, hang a banner in the event venue.

[more detailed description of activity if appropriate; ties into national organization? Other endorsers? Leveraging other funds?]

*The donation can be made through the [school] Parent-Teacher Organization, a 501(c)3 non-profit organization (tax id xx-xxxxxx) and it will be tax-deductible to the extent allowed by law. {Some donors want 501(c)3 rather than a public agency; only include this complication if it helps more than hinders.}*

Thank you very much for supporting our students. Please contact me, Jo Teacher, if you have any questions. My phone number is 503-555-1212 and my email is jo\_teacher@imaginary.edu.

Sincerely,

Jo Teacher  
[School] Tax ID [93-xxxxxx]  
Email  
Phone  
fax