



EVERYONE COUNTS CAMPAIGN



A DIRECT-GIVE FUNDRAISING CAMPAIGN
BROUGHT TO YOU BY THE MCALPINE PTO

WHAT IS THIS CAMPAIGN?

McAlpine's Everyone Counts Campaign is **THE** major fundraising campaign for our school. Instead of sending students door-to-door selling gift wrap, magazines and food items, we simply ask parents to make a generous contribution. We feel this is the best way to raise money for our school because it allows us to keep 100% of the money raised here at McAlpine.

WHAT SHOULD I CONTRIBUTE?

The short answer: give what you can. To guide you, keep in mind that our PTO spends approximately \$125 on each student each year. That's a good starting point for your donation. Past contributions ranged from \$5 to \$2,000. Please give as generously as your family is able.

EVERY CONTRIBUTION COUNTS.

Every contribution goes directly into the PTO's funds for the year so **every** contribution counts, no matter how large or small. We hope to have 100% participation, meaning every family in the school donates, so please give at whatever level you're able!

EVERY CHILD COUNTS.

Funds raised through this campaign directly benefit EVERY student at McAlpine, from books to field trips to school improvements and everything in between.

THE ECC ALLOWS THE MCALPINE PTO TO PROVIDE FUNDING THAT IMPACTS THE ENTIRE MCALPINE COMMUNITY.

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Many of the programs and resources that your child experiences at McAlpine are made possible by the PTO, and are not paid for by local, state or federal government funding.

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Field Trips, classroom technology upgrades, new books and media, building and campus improvements, recess equipment, supplemental classroom materials, and staff development are just some of the PTO-funded elements vital to providing the best educational experience possible for your child.

This year our PTO will be providing each class with bags of new recess equipment, funding upgrades to classroom technology equipment, increasing campus beautification projects and continuing to support Balanced Literacy training & tools. We will provide teachers with start-up funds for their classroom needs, support school clubs, grant professional learning opportunities for our teachers and administrators, and continue to send all classes on a variety of educational field trips all throughout the year.

As you can see, the money raised by PTO's Everyone Counts Campaign benefits ALL students at McAlpine.

 **Return this form along with your check or cash in the provided ECC envelope to your child's teacher.** 

Parent Name(s) _____

Email (please write clearly): _____

Student: _____ Grade: _____ Teacher: _____ Contribution: \$125 _____ Other: \$ _____

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Student: _____ Grade: _____ Teacher: _____ Contribution: \$125 _____ Other: \$ _____

Employer Match (must include company match form): _____ \$ _____

Recognize my Family Contribution as: _____

(Family name as it should appear on Recognition Wall & updates)

This form is for CASH or CHECK payments.

Please make checks payable to McAlpine Elementary PTO with "ECC" in memo line. Returned checks will be assessed a \$15 fee.

If you would like to donate with a credit card, please visit www.mcalpinePTO.org.

TOTAL CONTRIBUTION: \$ _____

For Office Use Select One: CHECK (# _____) CASH Initials _____