



RPMS PTA 2011 DIRECT APPEAL



What is the Direct Appeal Campaign?

The direct appeal campaign replaces several different fundraisers with a one-time family contribution. Contributions are completely optional; however, we are asking that each family contribute a tax deductible amount of \$20.12 if they have the ability. This means that families are not asked to sell wrapping paper, candy, pizza's etc. Money collected from the direct appeal goes directly into programs that support RPMS and RPMS students. You've probably spent more than that just buying items from kids fund raisers. ☺

What On-going Programs does the Money Support?

Money raised in the direct appeal is used to operate various programs that are the responsibility of the RPMS PTA. Your support will ensure that RPMS continues to provide the following activities during the 2011-2012 school year:

- Student Awards and Incentives
- Funding for the Homework Club
- Earth Day & Cultural Arts Programs
- School Beautification Program
- Support for the Sherwood Scholarship Fund
- Media Center Support
- Staff Appreciation and Team Support
- Student Assistance Programs

What else is the Money Used for?

In addition to the important programs listed above, the RPMS PTA uses money collected from the direct appeal fund raiser to support specific needs identified by the RPMS staff. During the 2010-2011 school year MCPS provided stationary security cameras for the RPMS hallways, however, budget constraints left two hallways without cameras. Funds from last year's direct appeal and PTA membership were inadequate to purchase the additional cameras.

Has a Specific Need been identified for the 2011-2012 School Year?

YES!!!! In addition to the indoor cameras not purchased in the 2010-2011 school year, we need to install two outdoor "panning" cameras. One of the cameras will be installed in front of the building to capture a broad range of the front parking lot and the second will be installed in the rear of the building to cover the back field. The panning cameras are expensive and can only be installed if we can collect the money via direct appeal so we are making a special appeal above our normal appeal to fund this project. If we're able to raise the money this year the cameras will be installed right away, if we're unable to raise the money required then we'll need to put the project on hold in the hope of raising the additional money in the 2012-2013 appeal.

How Can I Contribute toward the Cameras?

Contributions can be made along with the regular appeal using PayPal online via www.RPMSPTA.org, or via mail using the **PTA Membership, Donations and Directory Information Form**.

We would like to recognize the individuals/families that contribute above and beyond the normal appeal by recognizing their contribution in this year's directory. Names will be listed under one of these categories; Platinum, Gold, Silver, or Bronze.

- Platinum** - individuals/families that donate a combined amount equal to or over \$100.00
- Gold** - individuals/families that donate a combined amount equal to or over \$60.00
- Silver** - individuals/families that donate a combined amount equal to or over \$40.00
- Bronze** - individuals/families that donate a combined amount over the initial \$20.12