



2010-2011

TILDEN MIDDLE SCHOOL

Direct Appeal & Membership Campaign

WHAT IS DIRECT APPEAL (DA)?

DIRECT APPEAL REPLACES THE SALE OF PRODUCTS THAT ONLY RETURN A SMALL PROFIT TO THE SCHOOL. The Direct Appeal program asks that each family make a donation to the PTSA instead of having several fundraisers during the year. In a Direct Appeal Campaign, 100% of your donation will benefit Tilden. **And, 100% of your donation is tax deductible.**

How can you help? Make a donation - ANY amount donated will be greatly appreciated. **Many corporations offer "matching fund" programs. Ask at your office — and double your donation!**

Why? • 100% of your Direct Appeal contribution will benefit your children. • You and your child will NOT be asked by the PTSA to sell anything. And, independent school fundraising is being phased out at Tilden • 100% of your Direct Appeal contribution will be tax deductible. Money raised through Direct Appeal helps ALL STUDENTS.

WHY JOIN THE PTSA IF I HAVE ALREADY MADE A CONTRIBUTION TO DIRECT APPEAL?

The PTSA sponsors the Direct Appeal campaign, but Membership & Donation are not "one-in-the-same." The PTSA is a national organization that requires participating schools, parents, teachers, and/or students to join or become "members." PTSA is an Advocacy organization — empowering parents & communities to make a difference in our children's lives.

What are membership dues? At Tilden, the cost to become a member is \$25.00 for an individual or \$35.00 for a family membership (2 adults).

What's the difference between joining the PTSA and making a contribution to the Direct Appeal Campaign? Joining the PTSA means that you have voting privileges during the membership year on important budget and program issues. Direct Appeal, on the other hand, is a campaign to raise funds for various school improvements, educational programs, etc., in lieu of fundraising activities.

Are there other benefits for joining the PTSA? Yes. PTSA membership entitles you to a number of resources accessible at www.PTA.org, including an on-line subscription to *Our Children* magazine, *The PTA Parent* online newsletter, and discounts & promotional items.

Can I write one check for both my PTSA membership and the Direct Appeal Campaign? Yes. For example, if you decide to join the PTSA as an individual member (\$25.00) and make a donation to Direct Appeal (\$100.00), you can write one check for \$125.00.

How does the PTSA spend the money I donate through Direct Appeal or with my PTSA membership donation?

Donations are used to help fund these programs and more: Student Directory • International Night • School Beautification • Cultural Arts Programs • Newsletter • Eighth Grade Celebration • Geography Bee • Career Day • Staff Appreciation • After School Activities • Parent Programs • Family Movie Night • Staff Instructional Fund • Teacher Wish List Items • WJ Prom Breakfast • Webster Fund For Teacher Support

MAKING A DA CONTRIBUTION AND JOINING THE PTSA - HERE'S HOW

Mail or drop off completed form on the back to Tilden MS PTSA, 11211 Old Georgetown Road, Rockville, MD 20852.

