



## RPMS PTA 2012 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 \$20.00 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 Your Contribution 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 2012-2013 school year:

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

With funds collected this year, we hope to install the remaining two cameras for the hallways not currently covered. There is also a need to purchase a Promethean Board for a classroom undergoing renovation. We would also like to purchase ActivExpressions. ActivExpressions is a technology that can provide students with another choice about how to respond within an interactive classroom, and teachers can get a quick assessment of where students are in their understanding. Lastly, we hope to purchase and install a storage system for the lost and found bin.

### **How Can I Contribute toward the PTA?**

Contributions can be made along with the regular appeal using PayPal online via [www.RPMSPTA.org](http://www.RPMSPTA.org), or via mail using the **PTA Membership, Donations and Directory Information Form. Thank you for your donation!**