

Parents, here is a sample letter you can use when sending out ad solicitations or calling on businesses in person. [Click here for a printable ad order form.](#)

Dear \_\_\_\_\_,

I am asking for your support of the school my child \_\_\_\_\_ attends, Abrams Hebrew Academy. (You can put the names of your children in for a more personal sounding note if you like.)

As an independent community day school, Abrams depends on the generosity of family, friends, and community, through support of the Annual Fund Drive, to stretch its budget so that we enrich the educational experience of our students. Tuition alone does not provide all of the income needed to meet expenses. Gift income is used by the school both to finance part of the cost of educating each child, and to pay for the extra programs that allow the school to better meet the needs and talents of each student. These gifts are essential to maintain the high quality of education the school provides.

In conjunction with the Annual Fund Dinner Drive, the school publishes an Ad Journal in which supporters, through a tax-deductible donation, can place an advertisement or greeting of support. As an advertiser, your message will reach a well targeted population, and we urge our parents to patronize the supporters of our journal. Four hundred copies of the journal are distributed to our school community and to the community at large. The enclosed donation form describes how to place an ad. Also enclosed is a short fact sheet about our school.

Thank you for your support of our school. Your generosity is truly appreciated.

Best regards,

Your Name and Signature

Your phone number, email address, etc.