

Francis Scott Key Elementary School PTA  
5001 Dana Place, NW  
Washington, DC 20016

December 7, 2009

Dear Friend of Key School:

We are writing on behalf of the Francis Scott Key Elementary School PTA, a non-profit organization devoted to the improvement and enhancement of Francis Scott Key Elementary School, a Washington, D.C. public school. Planning is underway for the annual Spring Auction benefitting Key, which will be held March 20, 2010. The event will feature live and silent auctions and will celebrate the diversity of Key's student body, which represents over 60 countries. The auction attracts more than 300 supporters and dignitaries from our Palisades neighborhood and elsewhere in the city. Its success depends on the generosity of people and businesses around the region. We hope that you will support our cause by having your business logo on our auction webpage or placing your ad in our catalog.

This year Key School experienced an increase in enrollment for the 6<sup>th</sup> straight year. Due to the excellent quality of education at Key, our student body has doubled in size since 2003 as more families chose to stay in the neighborhood and enroll in Key. The money raised at our auction augments the funds provided by the D.C. Public School system. For example, proceeds from last year's auction are being used to pay the salaries of teachers' aides, in each of the seven pre-kindergarten to grade 1 classrooms. The PTA also funds teacher professional development, pays for classroom supplies and textbooks, and facility enhancements. The funds we raise are critical to the continued success of our children, and to ensure that Key maintains the standards and commitment to education that won it the *Blue Ribbon School of Excellence* recognition last fall.

In addition to contributing to a great cause, the auction will provide your business with excellent exposure to our audience of families and friends. As a webpage or ad sponsor, you will also be recognized in the Palisades Citizens Association Newsletter as a supporter of our neighborhood's public school.

Please complete the enclosed sponsor/advertising form and return it no later than February 17, 2010. On behalf of the students, parents, and teachers of Key Elementary, we thank you in advance for your consideration and continued support.

Sincerely,

Kim Christo, Caitlin Durkovich, and Maria Emanuel  
2010 Spring Auction Committee Chairs