



January 11, 2010

Dear Community Business Partner,

We are writing to invite you to participate in a unique marketing opportunity for your business.

During the month of March 2010, Anasazi Elementary School, in conjunction with Desert Mountain High School and Solel Preschool, will be hosting an innovative online auction. This is a new opportunity that will expand the marketing reach of a traditional silent auction. We are contacting a few select organizations like yours to participate in this exciting and worthwhile cause. You will have the opportunity to support your Anasazi Elementary School, Desert Mountain High school and Solel Preschool customers, while promoting your brand and products to a target audience of **10,000+ high-income families**. And remember, that number will grow exponentially since participants will be encouraged to forward our email and website link to all friends and family members, so they can also participate in our auction.

This online auction enables us to provide item donors like you with a valuable platform for **visibility within our community**. Your business will be featured in our:

- **Weekly email alerts**
- **Auction program**
- **Online auction catalog where we can include both a logo or picture, and a link to your own website**
- **Anasazi school and PTO websites (www.anasazipto.org) which reaches hundreds of Anasazi families**

The greater the value of the items you choose to donate, the more opportunities for promotion and recognition your organization can receive.

In the past, these fundraisers have allowed the Anasazi Elementary School PTO to provide our school with funds for such items as: Smart Boards, tutoring and enrichment for students, literacy program support and teacher development. It is in difficult economic times such as this that all of us in the Anasazi community must come together and continue to support our most important priority, the education of our children. With your support this year, we plan to purchase web based educational programs, create a new outdoor learning environment, and help offset some of the financial limitations we are experiencing during these trying times.

If you are willing to contribute, please complete the attached donation form and return by February 26, 2010. If you have any questions, do not hesitate to contact me. **Your donations are tax deductible (Tax ID #86-0950160).**

Thank you for your support. Your donation will show our entire community that you are committed to education and the future of our children.

Sincerely,

Jackie Miller
Anasazi Elementary School PTO - VP Fundraising
480.664-9617 or 973-943-6452 or jackie_chs@hotmail.com



Anasazi Elementary School - Auction Donation Form
Tax ID: 86-0950160

Date _____

Committee Contact or Classroom: _____

Phone Number: _____

Information About Donor

Donor Name: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Corporate Contact: _____

Phone: _____ Fax: _____

Donor email: _____ Donor Web Site: _____

Signature of Donor: _____

Program Recognition: Please specify as to how you want to be listed in the program or if you want your gift to be anonymous. _____

Donation

Item Description: _____

Restrictions: _____

Expiration Date: _____ Declared Value: _____ Cash Donation: _____

Please check the appropriate line:

Item(s) needs to be picked up. Item(s) will be ready for pick-up by: _____

Item(s) will be delivered. Anticipated delivery date: _____

Item(s) enclosed.

Certificate enclosed (please email certificate if possible)

Auction committee to create certificate on behalf of donor.

Promotional materials to be provided by donor. Anticipated delivery date: _____

Special Requests or Comments:

Mail items and/or certificates by **February 26, 2010** to:
Anasazi Elementary School (Attn: Jackie Miller)
12121 North 124th Street, Scottsdale, Arizona, 85259
Fax form to: 480-664-9637

For general questions regarding the auction, please contact Jackie Miller at 480-664-9617, (c) 973-943-6452 or jackie_chs@hotmail.com

SNAPSHOT OF 2009 ANASAZI ONLINE AUCTION

The Anasazi Elementary School's very first online auction was a nationwide success.

Our community partners also reaped the benefits of this success through widespread local and national advertising and publicity, which extended well beyond our neighborhood.

Some interesting facts about what our community partners received:

- ◆ Featured sponsors were showcased on our website which received over 50,000 page views.
- ◆ Over 10,000 emails were sent out to "potential" customers across the United States and Canada. Emails were sent out weekly, which reinforced community partner visibility.
- ◆ Bidders visited our website from over 20 countries.
- ◆ Anasazi's online auction and select community partners were featured in The Arizona Republic, Scottsdale Republic on Friday April 24, 2009, page 13.
- ◆ Anasazi's online auction was also featured in The Arizona Republic Online.
- ◆ Community partners were also prominently featured in our auction program that was distributed to over 600 families.

Please visit www.anasazi.cmarket.com to view our auction.

Your donations are tax deductible (Tax ID #86-0950160).