

*Financial challenges for our public schools demand a new outreach to businesses*

# New and easy ways to give—and receive greatest benefit from your contributions

The State of California slashed \$3 million from Coronado Unified School District through 2011. More-effective fundraising is vital to preserve the quality of our academically acclaimed public schools. Coronado Schools Foundation (CSF) is committed to funding academic programs. *As you support our public schools, the school community will support your business.*

## **Join our new Business Partner in Education Program for 2009-10**

CSF's goal is to make it simpler and more advantageous for business to contribute. Here are highlights of the new program and its opportunities for you.

### **Advertise in the NEW MASTER DIRECTORY for all four schools.**

This new all-in-one directory will be distributed to all parent/teacher group members at each school in October. It will include the parent/student directory for all schools and valuable information that will give it a 12-month shelf life. School community members will consult the directory hundreds of times. They'll know your business is a Business Partner in Education and have your advertising right at their fingertips.

### **Plan your giving annually by meeting with a CSF representative.**

In *one annual meeting*, we'll discuss how you would like to be involved in supporting our school's academic programs—from events such as the Dinner Auction on November 7 to the Telethon on March 24 to advertising in the new Master Directory. You can plan your giving as part of your annual marketing budget and avoid multiple solicitations from CSF.

### **Give more effectively to our schools and directly reach the public-school community.**

Changes in CSF's business outreach for 2009-10 include:

- Producing a simpler, less-expensive, more-targeted Dinner Auction program
- Recognizing Dinner Auction donation values as part of your total contribution
- Offering preferred participation in the New Master Directory to key business partners
- Providing bright new signs and decals that identify Business Partners in Education
- Billing in quarterly installments for planned giving

### **Please help our schools. Become a Business Partner in Education.**

Coronado public schools need your help. CSF is rallying the community to come together to offset millions in funding cuts. It's good for schools and good for business. **Sign up today.**

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