

# SUPPORT OUR BAND STUDENTS!

**To: HOCKINSON HIGH SCHOOL BAND STUDENT PARENTS**

**From: Corey McEnry, Band Director**

**Re: Hockinson High School Band Programs 2ND Annual NEW Mattress Fundraiser Event 2014!!**

On – **SATURDAY, OCTOBER 25TH, 2014** our Hockinson High School Band Program is pleased to host a one of a kind fundraising event. This event was VERY successful at Hockinson last year and other Schools locally and nationally over the last 8 years, and we now have the opportunity to run this event here at Hockinson High School for the **SECOND TIME!**

I am very excited about this fundraiser for many reasons:

- The students do not have to sell anything, collect money or distribute product!
- It is a **one day event** that should raise us **several thousand dollars!!!!**
- There is no out of pocket expense to the Band or School!
- The mattresses are extremely high quality and have outstanding warranties!
- The mattresses are also deeply discounted: **30%-60% below retail stores!**
- The fundraising organization is extremely professional, organized, and handles almost all of the legwork!
- Our students can earn personal referral bonuses of Gear and cash ranging from \$25-\$750!



**Our contribution to this event is simply to get the word out about the mattress sale!** I am sending this brief note home to make sure you are aware of the event and to let you know what I need the students are to do.

1. **We need each student (family) to find one referral to come in and check out the sale.** 1 out of 10 families buy a new mattress every year – so they need to talk to about 10 families on average to find a referral that is in the market!
2. Enclosed is a flyer that each player is responsible to distribute. It has a spot for their name and a coupon for a potential customer to save even more. They will get 25-50 copies.
3. Finally, I need each student be at the school the day of the sale to help promote the event. It will end at 5pm.

## SOCIAL MEDIA

**\*\*HELP SPREAD THE WORD FACEBOOK, EMAIL AND INSTAGRAM BLASTS!!**

### Basic info about the sale

- All sizes including special sizes are available, prices start at \$199, and there will be 15-20 to choose from.
- They can be delivered or picked up at the company's warehouse about 1-2 weeks after the sale.
- No pressure - just savings to our community from **30-60% below retail**. It is a pleasure to be able to find a way to help our students while providing cost savings to our community.

**SAVE AN ADDITIONAL \$50.00 OFF ANY MATTRESS SET PURCHASE OVER \$499.00 WITH THIS MEMO!!!**

Thanks,

Corey McEnry, Band Director



Hockinson High School Band - Like Us!!!

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