



November 2007

Dear Baldwin Alumni:

One of the main goals of the association is to generate sufficient funds to enable us to eventually sustain ourselves. With that in mind, we wanted to inform all of you of the fundraising campaign the Alumni Affairs Office will embark on in the following months.

The company *Great American Opportunities* provides schools the chance to raise funds through the sale of everyday items and other collectibles. They have approached our office with two ways to help us raise money within this campaign:

(1) The "Reach Out" Program consists of sending each of you a catalog with subscriptions to magazines from every possible industry at a significantly competitive price together with an order form. By placing an order, you save up to 80% on the subscriptions.

(2) The Great American Opportunities (GAO) online store will have a link in our alumni online community and alumni website for more convenient access. Once you access the store, enter Baldwin School's code **676791** and begin shopping. That's it!

Our projected campaign launch date is for the months of November and December (Just in time for the Holidays!) . With every processed order from the magazine subscriptions or on-line store, the Baldwin School Alumni Association will receive 40¢ out of every dollar! We currently have 650 addresses in our database, if everyone places a \$20.00 order, our minimum revenue would total \$5,200. That's a great start guys!

It is a win-win situation for all. Remember, all you have to do from here on out is to wait until you receive your magazine subscriptions catalog in the mail or log on to our website to access the GAO online store, or both.

We look forward to this campaign being a total success.

Sincerely,

A handwritten signature in blue ink that reads "Trudy Pennock".

Trudy Pennock
Events / Alumni Affairs Director

Instructions for Accessing Great American Fundraising Online Store

- 1) Click on <http://store.gafundraising.com> link and once inside, enter the Baldwin School code 676791 on the upper right hand side.
- 2) Once inside, ignore the Student name and last name request and just hit submit.
- 3) You are now inside the online store, but please make sure to check the appropriate box on the Browse Catalog box on the upper left hand side. If you wish to purchase magazine subscriptions, leave the *magazine* box checked. If you'd like to shop for other items, check the *Gifts and Holidays* box.

*** Should you have any problems accessing the link or completing your purchase, please don't hesitate to get in touch with the Alumni Affairs Office at 787-720-2421 ext 250 / 244 or by e-mail.*