



Jane Doe  
1234 Hunter Tr.  
Central, MI 00000

Dear Jane,

Thank you for your interest in Discovery Toys “toy raisers” for your Head Start classrooms. I’ve put together a small packet to help you understand what we have to offer you.

As we talked about, there are several options to choose from, or combine, to earn free education toys, books, games and software. After you have had a chance to look over the packet and talk with those you need to within your facility, I’ll be in touch to talk with you and finalize the details.

Toys can be earned in three basic manners, and those options can stand alone or be combined to suite your needs.

1. The 2-4-6 It’s Great Reading Program is the simplest, each child seeks sponsors (with a goal of \$24 per child) and the money raised is used for your toys.
2. A Cash and Carry event on a Parent night will earn free toys on the sales generated.
3. Traditional Catalog sales to the children’s family and friends will also earn free toys for your classroom, as well as small rewards for the participating children.

I would also be happy to come in and meet with the teachers to introduce some of our toys and their uses, help them with their wish lists and answer and questions about the planned toy-raiser.

Information on the reading program is outlined on the copied sheets, the free toy values can be found in the enclosed catalog on page 2. My goal is to help you earn as many free toys as we can with whatever you decide; so, let’s raise some toys!

I look forward to working with you.

Sincerely,

Alison Palmer  
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