

(This is a generic letter that we use to solicit donations from local businesses. We just received a large amount of hats from the Pensacola Ice Pilots, our local hockey team.)

February 19, 2008

Our school is very excited to be a part of Florida's Positive Behavior Support Project. This project is designed to use preventative teaching and reinforcement-based strategies to managing behavior on a school-wide level. We believe in teaching children our expectations, how to behave and succeed, and then rewarding their hard-work.

Bennett C. Russell Elementary is Santa Rosa County's newest elementary school. As a first year school, we jumped on the opportunity to use positive reinforcement to create a school climate that fosters growth and learning. Our mission and vision are driven by our school wide expectations and these expectations are required by all: students, staff, and parents.

We have the following school-wide expectations:

Show kindness and respect
Only do your best
Attendance is important
Responsibility is the rest

Our students are given Cardinal Cash tickets for displaying our school-wide expectations. Cardinal Cash is then traded in for big events and also for chances in our monthly raffles. As funds are limited and we have many students (over 700), we are seeking support from local businesses. Some of the things we can use are small prizes to give away in our monthly raffles. We would appreciate your support and could use hats, t-shirts, game tickets, stuffed mascots, or anything else you see appropriate.

Please contact me if you have any questions. I may be reached at XXXXXXXXXXXX, ext. X. Thank you in advance for your consideration in this manner.

Sincerely,

Misty
Guidance Counselor
PBS Coach