



October 18, 2011 – December 31, 2011

IPSF is proud to announce the launch of our 2011 Annual Campaign. Help us reach our fall campaign goal of raising at least \$500,000 for Irvine schools by December 31, 2011. Every dollar donated will be doubled through the City of Irvine's \$1 million match for public schools. Funds raised will benefit each of the 28,000 students in the Irvine Unified School District. For more information, visit our website at www.ipsf.net.

Key Dates for IUSD Schools:

Tuesday, October 18th – Campaign launches with letter from IUSD Superintendent Terry Walker and IUSD School Board President Sue Kuwabara, sent to IUSD families through the district's email list. The letter will include direct links to IPSF website to donate.

Tuesday, October 25th – An eblast will be sent to more than 22,000 names on the IPSF email list, with a direct appeal from IPSF's CEO Neda Zaengle.

October 31st – November 4th – IPSF outreach to IUSD parents. At the elementary level, IPSF will provide backpack flyers for distribution per each school's policy and practice. At the middle and high schools, a direct mail piece will be sent to parents.

November 7th – A mid-campaign email message will be sent to IPSF's email list.

November 14th – Backpack flyers will be provided to elementary schools promoting the November 19th iShop event. Secondary principals will be requested to email PDF flyer for this event. Additionally, IPSF will send an eblast highlighting iShop as another way to support the 2011 Annual Campaign.

November 28th through December 9th – During this time period, we request that each principal send a personalized email to his or her site in support of the campaign. Template will be provided for ease of use.

Monday, December 12th – An eblast will be sent through IPSF's email list with a campaign update and reminder that two weeks remain in the campaign.

Tuesday, December 27th – An eblast will be sent with a reminder of the final days of campaign and tax deduction deadline.

January 2012 – A thank you message with campaign results will be sent to IPSF mailing list.

Please note that throughout the campaign period, additional publicity will be done using print and social media, etc. IPSF staff members will also be visiting PTAs, community organizations and businesses to increase awareness of the campaign and seek support. Please contact Steffanie Early at 949-265-6405 to arrange a speaker.

By working together, we can help every child at every school in IUSD. Thank you for your support!