



Warrenton Area Chamber of Commerce

A Community for All Seasons

To: Warrenton Area Chamber of Commerce Members & Friends
From: Chamber Education Committee
Subject: **EARN Excellence Campaign**
Date: February 15, 2010

Dear Friend,

We are writing to inform you of a new and exciting opportunity you have to support the community and the chamber. It is an exciting time for us as a committee because we are embarking on a new campaign. With our newly developed **EARN Excellence Campaign** we hope to continue our proven support of the educational & character development efforts of our school system; to continue to recognize and challenge the students of our community to achieve academic excellence; and to educate and involve you and your business in the wonderful process of inspiring better citizenship.

Yes, we need your help to achieve these goals! But before we ask you for any money, please take a moment to page through this packet and see all the exciting things for which we seek your support. One of the foundational goals of our **EARN Excellence Campaign** is to educate, so please allow us to do so. And then, you will certainly not have any doubt to the importance of what we hope to accomplish and how you will be a valuable partner in this endeavor.

In this packet, you will find answers to the following important questions:

- What is the EARN Excellence Campaign?
- What are the programs & awards facilitated each year by our Chamber Education Committee?
- How can I help support the pursuit for academic & character excellence in my community?
- What will I & my business get in return for supporting this endeavor?

In the next few pages you will be engaged with some very exciting and important information that hopefully will lead you to confidently & financially support the **EARN Excellence Campaign**. We thank you for your consideration.

Sincerely,

Your Chamber Education Committee

What is the EARN Excellence Campaign?

The **EARN Excellence Campaign** is a comprehensive educational and fund-raising effort designed to support the yearly programs facilitated by the Education Committee. The **EARN Excellence Campaign** is supported by its four foundational themes – **E**ducate, **A**chievement, **R**ecognition, and **N**ext -- which are incorporated through out this campaign and the yearly efforts of the Education Committee.

1) **We desire to Educate.** Yes, it is the students in our schools who are receiving an education, but learning should be a life time pursuit for everyone regardless of age. As part of our commitment to you, our kids, and our community, we want to educate not only our kids on how to make better choices and be better citizens, but we also desire to educate you on all the opportunities you have to learn, support and serve our kids and community through education.

2) **We want to inspire Achievement.** Yes, there are some people who are content in the middle of the pack or at the back of the pack, but we want to inspire our kids, our community, and you to step out of the pack and achieve excellence.

3) **We believe positive Recognition** helps build character and community. For the students who strive for excellence and for the individuals who or businesses that support their success, we feel it is right to share this news with others. Truly, the future of a great community is built on the positive efforts of its citizens and recognition of those efforts by those who benefited.

4) **To be truly successful we all need to be prepared for what is Next.** At the center of our goal as a committee and of this campaign, we want inspire forward-thinking leaders who will not only solve the problems of today but also be prepared to face the issues of tomorrow. As part of our commitment to what is next in life we acknowledge the importance of holding onto certain legacies of the past that helped make today possible.

We hope you see how these four themes are represented in and through the various programs and awards which are facilitated by the Education Committee each year. You will have a chance to acquaint yourself with those programs on the next page.

Financially speaking, this campaign will be active from February until April. We hope, in that time, this campaign will 1) support the yearly cost of our committee as we seek to educate and recognize our students and 2) enable the Memorial Scholarship Endowment which disperses \$1,000 each year to become self-sustaining by 2016 (more on this later).

What are the programs/awards given each year by our Chamber?

Through out the year, we facilitate the following programs/awards:

CHOICES Workshop @ Blackhawk Middle School

The **CHOICES** program offered to 8th graders focuses on academic self discipline, time, and money management and goal setting. **CHOICES** asks what the students are doing about their future now and what they plan to do about it in high school. Volunteers, who receive training and support, from the chamber and the community are the presenters of this program. And it has been repeatedly said that both the students and the presenters are rewarded by this program.

Chamber Civics @ Warrenton High School

The **Chamber Civics** program is offered to 10th graders and focuses on topics like interviewing, work ethics, attitude, that help students build a foundation for success in the workplace as well as challenging them to gain a larger perspective on their community, family, and potential employers.

Academic Excellence Award & Memorial Scholarships

During their time of serving our community, Dr. James Cale and Mr. Danny Martin each in their own way inspired the community toward an ideal of excellence in service and study. In honor of their efforts and their memory the Education Committee awards the following each year:

Academic Excellence Awards – The top 10% of each class in high school each year are awarded a certificate of achievement and a recognition pin. Beginning in 2010, these awards will be mailed to the students along with a congratulatory letter which shares with them the individuals and local businesses who, thanks to their financial support, made the recognition possible.

Memorial Scholarships – Each year, several of the best and brightest of our high school seniors who have been sponsored by a Chamber member apply for the Mr. Danny Martin & Dr. James Cale Memorial Scholarships. Of these students, two are chosen and each receives a one-time scholarship of \$500. These awards are given based upon both academic and community excellence.

How can I, my business, help support the pursuit for academic & character excellence in my community?

The pursuit for academic and character excellence is a goal not just sought after by the Chamber Education Committee, or by our local businesses, but it is something that is being taught to our children at school right now. At *Warrior Ridge Elementary* they have their “The Big 3” program that inspires the kids to be safe, respectful, and responsible at all times. At *Blackhawk Middle School* they educate our kids further in “The Warrior Way” which inspires the students in areas of Responsibility, Respect, Integrity, Citizenship, Self-Control, Honesty, Tolerance, and Compassion.

We seek your support, not to create something of our own, but to build upon what is already being done. Together, as a partnership, the education committee of the chamber, the school system, and our local businesses can make a positive difference in our community especially in the lives of our students.

Each year, we need approximately \$4,500 to fully support the awards, recognitions, and educational programs we currently offer. We need to raise these funds. As mentioned before, we also desire as part of the ***EARN Excellence Campaign***, over the next 6 years, to have the Endowment Fund for the Memorial Scholarships be self-sustaining. At our current Endowment fund level of approximately \$13,000 we would need to receive an approximate additional amount of \$12,000 over the next 6 years. This means we need to raise \$6,500 each year for the next 6 years. It is a worthy and lofty goal to be sure! And we believe we can do it...with your help!

We share this information with you, so that you are educated on our needs and truly see how your donation will be allocated to the benefit of our students and community. Whatever you can give will be helpful in this endeavor for this year and the years to come. Please allow the following to guide you in your giving for 2010:

- **MAJOR CONTRIBUTOR: \$500.00** – Includes: Display Box & Framed Certificate, Letter of Recognition, **Newspaper Recognition**, and Recognition at July’s Chamber Meeting
- **CORPORATE SPONSOR: \$250.00** --Includes: Framed Certificate, Letter of Recognition, **Newspaper Recognition**, and Recognition at July’s Chamber Meeting
- **BOOSTER: \$100.00** -- Includes: Letter of Recognition, **Newspaper Recognition**, and Recognition at July’s Chamber Meeting
- **SUPPORTER: \$50.00** -- Includes: Letter of Recognition and Recognition at July’s Chamber Meeting
- **SPONSOR: -- \$25.00** -- Includes: Recognition at July’s Chamber Meeting

Questions? Please contact the Chamber office at 636-456-2530.

What will I & my business get in return for supporting this endeavor?

Of course it goes without saying that the truest reward for helping someone is that you helped someone. The best reward is actually in the act. The reward for helping create a better community is being able to live in that better community. Idealistically, we hope everyone believes that, however, we want to go a little beyond that in our thanks to you.

As you can see, with the Donation Chart on the previous page, each level of giving includes some recognition for you and/or your business. We believe, as we seek to recognize our students for their excellent efforts, it is only right and good to do the same for those who make it possible. That is you! Our simple rule in determining how best to do this is this: the more you give -- the greater the recognition. Here are the forms of recognition:

Display Box and/or Framed Certificate - when displayed at your place of business or in your office, these will allow you to show and educate the community on how you support the academic and character excellence of our students.

A Letter of Recognition – Along with the Memorial Scholarship Certificates and the Top 10% Awards, there will be a letter of recognition sent that shows who made these awards possible. This letter lets the students and their families know what local businesses/people care for their child's development. It is an excellent way to personally touch the lives of existing or potential customers.

Newspaper Recognition – Around the time of the Scholarship Awards Banquet at the high school in May, the list of people and companies -- along with the amount of their gift (where applicable) who helped in this year's **EARN Excellence Campaign** making the recognition and awards for our students possible -- will be listed.

Recognition at July's Chamber Meeting – Finally, at July's General Membership meeting we will take a few moments to honor, recognize, and make some presentations to those who supported the campaign and our students.

Compared to the good you are doing in the lives of our students and the goodwill you are creating in our community by supporting the **EARN Excellence Campaign**, these above recognitions are small, but please accept them. It is our pleasure and honor to thank you for helping us **Educate, Achieve, Recognize, and prepare for what is Next.**

Please make your check payable to the Warrenton Area Chamber of Commerce **by April 30th** and denote on the MEMO line that the donation is for the **EARN Excellence Campaign**. If you have any questions, please contact the Chamber office at 636-456-2530.