



April 2016

Hello Business Owners & Community Members,

I am writing to you about the Old Tappan Charles DeWolf Middle School Media Center Project. We are raising money to transform the outdated library, at the CDW Middle School, into a State-of-the-Art Media Center, with comfortable and efficient space for the way today's students learn and interact. The vision is to completely renovate the current CDW Library into a Modern Tech-centric Media Center with a small conference room, comfortable lounge area and multi-purpose space for quiet and group study, as well as a Broadcasting Center. A multimedia literacy program not only enables young people to interpret and make informed judgments as consumers of media, but it also enables them to become producers of media in their own right.

The OTPTO is partnering with the Old Tappan School District, led by Superintendent Danielle DaGiau, to complete this project at the beginning of the 2016 – 2017 School Year. Many Old Tappan parents, teachers, and community members have embraced this amazing project. The OTPTO has already raised \$50,000. Your donation will bring us closer to our goal of \$95,000. The new media center will not only benefit many students attending CDW in the future, but it will help perpetuate Old Tappan's reputation for superior schools and serve as the hub of the CDW Middle School.

We will be creating a commemorative "Donor Plaque" that will offer special recognition to our donations of \$5,000, \$2,500, \$1,000, and \$500. Generous individuals and community businesses have already pledged their support to donate in honor of their family and their children. The Old Tappan Parent Teacher Organization is a non-profit 501 c-3 organization and all donations are tax deductible.

**For businesses that donate a minimum of \$1,050 – we are offering a free banner advertisement on our OTPTO website for the 2016-17 school year.** Please join us to celebrate and support this wonderful project. If you need more information or want to hear more, please don't hesitate to contact me at [Melissa@OTPTO.org](mailto:Melissa@OTPTO.org). Thank you for your consideration and support!

Sincerely,

Melissa Del Rosso

OTPTO CDW Media Center Donor Wall Fundraising Committee



# NEW CHARLES DEWOLF MEDIA CENTER PROJECT DONOR PLAQUE EXPLANATION & FAQs

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We will be conducting **LIVE BIDDING** for the right to be recognized on a commemorative **DONOR PLAQUE** that will be created for the new CDW MEDIA CENTER – **the night of the OTPTO Annual Fundraiser on May 5<sup>th</sup>**. We will recognize the generous support of parents, friends and community businesses that make a designated donation for the project. This is a *once-in-a-lifetime opportunity* for on-going recognition, or to honor or memorialize a child, teacher or loved one.

## FAQs

**Am I bidding against other parents? No!** There is no limit to the number of donors that can be recognized on the Donor Plaque. We will have many “winners” at each level of giving.

**How will gifts be recognized?** Recognition on the Donor Plaque will be awarded at the \$5,000; \$2,500; \$1,000 and \$500 levels.

**How will my name be listed on the Donor Plaque?** We will verify your preferred listing with you after you make a gift and before we create the Donor Plaque. Gifts of \$500 - \$999 will be limited to one line, including punctuation and spaces. This level will have a limited number of characters. Gifts of \$1,000 - \$2,499 will be limited to one line, including punctuation and space; however more characters will be allowed and a larger font than the previous level. Gifts of \$2,500 - \$4,999 will be permitted up to 2 lines and a larger font size than the previous level. Gifts of \$5,000 and up will be permitted up to 2 lines and a larger font size than the previous level. Font sizes will be used to indicate the magnitude of the gift. Gifts may be made in memory of or in honor of another person, or include the CDW year of graduation, provided the listing does not exceed the character limit for that particular level of giving.

**Can I make a gift and be included on the Donor Plaque without bidding publicly? Yes.** Please request a Pledge Form from one of the auction volunteers and submit the Pledge Form at the Check-Out Desk at the end of the evening.

**Can I make a gift anonymously? Yes.** Please specify that you would like your donation to be anonymous and we will not list your name on the Donor Plaque or in any publications.

**Can I still be included on the Donor Plaque if I don't make a Pledge tonight? Yes.** We will accept pledges for the right to be included on the Donor Plaque through **Friday, May 20, 2016**.



# MEDIA CENTER PROJECT

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## CHARLES DEWOLF MIDDLE SCHOOL



This is the planning board for the new CDW Media Center Project. The board shows the various materials to be utilized in the project. The floor plan shows the lay-out of the media center, that will feature a more open design, featuring a lounge area for students that will house numerous charging stations for their technological needs. A conference room will be added for small group learning and so much more! This project includes a complete renovation from floor to ceiling. All current furniture will be recycled for use in other areas of the school - nothing will go to waste.



# BUSINESS BANNER

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FOR CDW MEDIA CENTER BUSINESS DONORS

Businesses that donate \$1050, or more, for the CDW Media Center Project - will receive a free banner ad on the OTPTO website, with a link to their business page. The banner will run for the 2016-17 school year.

SAMPLE BANNER



Banner Size 728 x 90



**CDW MEDIA CENTER DONOR WALL  
PLEDGE FORM**

- ◇ \$ 5,000 Recognition Level
- ◇ \$ 2,500 Recognition Level
- ◇ \$ 1,000 Recognition Level
- ◇ \$ 500 Recognition Level

Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

(Where you can be contacted to confirm your preferred listing on the Donor Wall)

Donation Type:       FAMILY       BUSINESS (\$1,050 +includes Banner Ad)

Amount: \_\_\_\_\_      Check Number: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please make checks payable to: "OTPTO "**

The Old Tappan Parent Teacher Organization is a 501 (c) (3) organization and your gift is tax deductible.  
Our tax ID number is 45-1869434.

**Payment can be mailed to OTPTO, 275 Old Tappan Ave., Old Tappan, NJ 07675**  
**Attn: OTPTO, Melissa Del Rosso – CDW Media Center Donation**  
Questions? Contact Melissa Del Rosso at [Melissa@OTPTO.org](mailto:Melissa@OTPTO.org)

**We will contact you via email to verify your preferred listing on the Donor Wall.**

OTPTO, 275 Old Tappan Road, Old Tappan, NJ 07675 \* [www.OTPTO.org](http://www.OTPTO.org)

