

Sample Solicitation Email - Spa

Hi, I spoke with someone at the desk after a treatment, and I was told to reach out via email. I'm a happy customer at _____, as is my aunt who introduced me, and I thought it would be so great if you would participate in my daughter's school auction this coming March to get more happy customers. We both love [name of esthetician or masseur/masseuse], a gem in the esthetician/massage world.

My daughter is a ___-grader at PS 9, the public elementary school located at 84th Street and Columbus Ave. I would love for you to donate a gift certificate or a package that would highlight the [name of spa] experience. There are tons of moms at our school who love a good spa treatment. This is the perfect way to show your support of a local public school and advertise your services to the 700+ families who participate in our auction.

All auction proceeds pay for the salaries of our teaching assistants, which we desperately need given the large class sizes, and other enrichments like chess, art, music, Spanish, and a librarian. So, please donate a gift certificate, "day of indulgence" package, or other special/unique experience. Our kids are incredible and they deserve a well-rounded public education. We can't do it without local businesses like you!

Please use the links below to see our official letter, online donation form, and printable donation form. My daughter's name is _____ (information for the online form.) Thank you so much in advance!

<http://ps9.org/wp-content/uploads/ps9-auction-donation-letter.pdf>

<https://parentsofps9.ejoinme.org/donations>

<http://ps9.org/wp-content/uploads/ps9-auction-donation-form-2017.pdf>

Best,

Proud PS 9 Parent