



**RIDGEWOOD HIGH SCHOOL BANDS**  
**627 East Ridgewood Avenue**  
**Ridgewood, New Jersey 07450**

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Dear Friends:

For many years, we have relied on three major fundraisers to provide the \$75,000+ that is needed to supplement the Board of Ed budget for the band program. Those fundraisers are the poinsettia sale, the citrus sale, and the RHS Band Program Performance Journal - a PLAYBILL of sorts that includes pictures of each band in the program (Symphonic, Concert, Wind Ensemble, Jazz, Marching, Winter Guard, etc.), personnel listings, pictures and bios of seniors, staff, and guest artists. It's a beautiful keepsake that also serves as a band yearbook. The journal is distributed at every band-related performance, more than twelve times each year.

To pay for its publication, we solicit ads, using the profits toward all of the Band Association expenditures. Those include over \$15,000 for senior scholarships, yearly contributions toward the major trip taken every four years, bus costs for the yearly trips, instruments not covered by the BOE budget, refreshments, guest artist fees, leadership opportunities, color guard equipment, and a host of other items and expenses.

If each of the approximately 200 families in the program participates, this fundraiser can make a major contribution to the Band Association's annual budget. We ask each family to try to sell at least \$200 worth of advertisements. This can be done with four business card-sized ads, or two half-page ads, or one full-page ad and a business card-sized ad, or just one full-page color ad.

As an added incentive for those who make an extra effort, the Band Association will credit 15% of total sales for any family selling at least \$200 worth of ads toward the students fund raising account. This credit may be used to defray the cost of Band Association-sponsored events, such as band trips, band camp, and tickets for Jazz in the Wood.

To help you in this effort, we are providing the following:

1. RHS Performance Journal Ad Sales Guide
2. Top Reasons to Place an Ad in the RHS Performance Journal
3. The Performance Journal Advertising Contract
4. RHS Bands Performance Journal Potential Advertiser List

The RHS Band Program has become one of the premier band programs in the state, largely because of the talents of the students, but also because of the tremendous support that the parents and community have provided over the years. As always, we appreciate your support for the program, and for your children, and we look forward to seeing you at future events.

Sincerely,

Jeffrey G. Haas  
Director of Bands

John W. Luckenbill III  
Associate Director of Bands