

## 2011 George Watts PTA Annual Fund Drive



***“It is no exaggeration when I say  
that the PTA is fostering  
transformational change in our students.  
What would we do without the PTA?”***

*- George Watts Upper El Teacher  
Mike Rogers*

September 29, 2011

Dear George Watts Families,

A grassroots writing revolution is happening at George Watts: *Our teachers are turning our students into life-long writers.*

Starting this fall, thanks to the initiative of our George Watts teachers, your student and every student participates in a daily **“Writers’ Workshop.”** Developed by Lucy Calkins at Columbia University, Writers’ Workshop is a time-tested elementary school writing curriculum with consistent results: confident writers who produce touching, heart-felt and personally meaningful work. Already our teachers can see that it is working at George Watts. Students are responding to it.

*“Guess what, Mommy! I’m a writer!”* That’s what one George Watts parent heard from her pre-Kindergartener after school last week.

Maybe you have noticed, too. Our students are excited about their writing notebooks. They’re engaged and productive. They’re expressing their unique voices.

I listened at a PTA meeting last spring as George Watts teachers described their dreams of using the Writers’ Workshop program at our school. I was amazed and inspired by their leadership, their passion, and their commitment to bringing the best teaching methods to our students. They have worked hard as a team to get the Writers’ Workshop program up and running. The PTA has pledged to support them by providing money for essential professional training and resources they need to make the program a success.

And so I’m writing to ask you to join me in helping our school provide the best possible education for our students. **Please contribute to the 2011 George Watts PTA Annual Fund Drive**, which starts today with two goals:

1. **Raise \$12,000 by November 30, 2011.** A major portion of this is budgeted for essential training, resource materials and parent workshops to support Writers Workshop.
2. **Participation of more than 50% of George Watts families.** The more families participate, the stronger our community grows. *No matter how much you give, your involvement is important.*

Will you make a donation of \$5, or \$50, or even \$500 to help our school?

