



## A New Opportunity To Support Our School!

Dear English Station CAL Family,

The mission of the English Station PTO is to develop and equip our entire school family through service, prayer, encouragement and financial support. Our organization relies on family support throughout the year through volunteering opportunities and various fundraising efforts. Our largest fundraiser, the Race for Education, was canceled last Spring due to the pandemic. As we rely on these funds to bless our school in a multitude of ways and fulfill our mission, we have been prayerfully considering new fundraising options. Since we are quickly approaching the holiday season, we have decided to offer our entire school family an **online shopping** fundraiser! We know that this year many families will not be visiting loved ones due to the pandemic and will be leaning toward online versus in-person shopping. This will give everyone an opportunity to buy items needed for their Thanksgiving gatherings, as well as shop for friends and family in time for Christmas! ***And just by shopping, you are supporting Christian Academy!***

The company we have partnered with, **Charleston Wrap**, offers over 2500 products and has unique gift ideas for all your family and friends. ***Our official fundraising date begins November 2nd.***

***Please note, this is NOT a student prize driven fundraiser.*** We simply want to provide our families with a **unique online shopping experience** that can be shared with family and friends and help raise money for our school in the process! There will be **two easy ways to shop**: one will allow you to **earn parent incentives** once you register one of your children. The second, we will email you our online fundraiser link and you simply start shopping! ***If you choose to register, please follow the directions on the back of this letter.***

***YOU are an important part of this fundraiser!*** The more people you share our school-specific link with and encourage them to **shop and share our link**, the more our school will earn. This will be a school wide fundraiser and the first ever online ordering campaign, so please be in prayer for it to be a blessing to everyone, as well as a successful endeavor for our school.

Sincerely,

*Jessica Watkins and Amy Doezema*  
PTO Co-Presidents  
English Station Campus  
[ptoes@caschools.us](mailto:ptoes@caschools.us)



## STEP BY STEP INSTRUCTIONS

### STEP 1

1. School code: **20295**
2. Your email address & phone #
3. Click **Get Started**

### STEP 2

1. Grade: Choose OTHER
2. Teacher: Click OTHER
3. Retype (if prompted) email address/phone #
4. Student Name: Register only ONE child

**1 Grade Information**  
What Grade is Your Student In?

**2 teacher information**  
If your teacher is listed below, select it.  
  
If your teacher is not above, enter them below  
Teacher's Last Name \*  
  
**Do not use Ms., Mr., Etc**

**3 student information**  
Parent's Email  
  
Parent's Phone  
  
STUDENT'S FIRST NAME\*  
  
ex:-John  
STUDENT'S LAST NAME\*  
  
ex:-Smith

### STEP 3

1. Upload your student's picture
2. Click **Complete**

**Add a picture! (optional)**  
boost your support by 50% by adding a picture  
Only your friends and family will see this picture as they shop!

Upload

Why is my image sideways?

What will this look like?

**Complete**

### STEP 4

Double check info

**Double Check**

**Student Information** [Edit](#)

Name: John Smith  
School: Christian Academy of Louisville PTO  
Grade: Other  
Teacher: Other  
Parent Email: ptoescaschools.us  
Parent Phone: 5021234567

*You can not change this information once a purchase has been made supporting the student listed here. If changes are required please contact us*

### STEP 5

Send custom email or use their template

**Do your part!** Set a goal! send 10, 15 or 20 emails and share on Facebook  
*The single most important thing you can do for this fundraiser is right here, right now*

Emails Sent: **0** Enter & Send **10** more and meet your first goal!

What will this email say? See Example

**1**

Recipient's name

E-mail

Enter personal message here [Optional]. Example- Hi Aunt Linda, I hope you find some cool stuff here! If you see some things you like, buy them! It helps support our efforts.

**SEND EMAIL NOW!**

### STEP 6

Follow directions to share via Text & on Social Media!

**Share Now Via Text**

Send yourself a text now to forward to family and friends.  
This text includes the direct link that gives your participant and organization credit.  
Enter Your Phone Number:  
  
**TEXT ME!**

**Share Now on Facebook**

Use or edit the message below to post on Facebook

Friends! Help support me and my School by shopping at Charleston Wrap for this year's fundraiser. Every purchase provides important resources for our organization. With 2500+ items, there's something for everyone... Check it out!

67 remaining characters

**SHARE ON FACEBOOK**

**Share Now on Twitter**

Use or edit the message below to post on Twitter

Friends! Help support me and my School by shopping at Charleston Wrap for this year's fundraiser. Every purchase provides important resources for our organization. With 2500+ items, there's something for everyone... Check it out!

**SHARE ON TWITTER**

### STEP 7

Check Your Email!

Here are just THREE things that will make a BIG impact on our success:

**#1 Spread the word!**  
*The single most important thing you can do is to send a few emails right now!* The success of this fundraiser depends entirely on folks like you sharing this sale with friends and family.  
[CLICK HERE](#) for our easy-to-use tools to invite friends and family to shop and support our efforts. This tool tracks progress toward goals and shows you who's helping our campaign and who could use a little more encouragement.

**#2 Do some shopping!**  
Treat yourself! [CLICK HERE](#) to do some shopping and get the momentum going!

**#3 Check your progress.**   
Return to the [Check-in Spot](#) to see who's supporting your efforts, track progress toward goals, and use our convenient tools to share our sale.