



# DIEGUEÑO MIDDLE SCHOOL

2150 Village Park Way

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Encinitas, CA 92024

"A California Distinguished School"

Cara Dolnik, Principal • Miriam Tullgren, Assistant Principal • Laura Martin/Rebecca Vincent, Counselors



September 20, 2018

Dear Diegueño Families,

On Monday, October 1st, we are kicking off our **Associated Student Body's (ASB's) "STEP IT UP" online donation campaign for our school**. Based on feedback from our school community, we have moved away from "selling" and have successfully used an online marketing "donation" program to raise money for our student activities. With ASB's "STEP IT UP," parents and students simply log on our STEP IT UP website and send emails to friends and relatives. The online platform will take it from there.

There will be no order form to fill out, no product to sell or deliver, and no money to collect. And, the highlight of the program is: as your students raise money for our school, they are rewarded and incentivized through daily drawing prizes and a final celebratory event, filled with Inflatables, a Kona Ice Truck, a Chill Tent, a DJ Dance Party, Prizes and more. Our goal this year is for each student try to raise at least \$100 in donations.

Here's what you should know: this money supports our ever-evolving school and will be spent on our students in the year that your sons/daughters are on the campus. Last year, this fundraiser supported our Spirit Day; various lunchtime activities, including our Cougar Pride Parties; assemblies such as our cyber-education and anti-bullying assemblies, our spring student recognition luncheon, and our Shakespeare Intrepid Theater Workshops. We also sent the entire 8th grade class to the Museum of Tolerance in Los Angeles for an educational field trip!

Fundraising is strictly optional; however, our goal is for every family to participate. This year, we are raising funds to include all the great things we were able to do last year, but we will be adding an *incredible* community building program called **The Strangers Project** to our Red Ribbon Week and our No Place for Hate campaign. We also want to send our entire 7th grade class on a field trip! With your help, we believe all these goals can be accomplished.

Thanks in advance for your support! We look forward to seeing what we can raise this year. Let's all STEP IT UP to help Diegueno Middle School continue to offer terrific activities and opportunities for our students!

All the best,

*Marsi Rushing*

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