

To: Bellingham Music Families

From: Bellingham Friends of Music

Re: **Mattress Fundraiser on Saturday, March 5, 2016 10 a.m. to 4 p.m. at Bellingham Middle School**



On Saturday, March 5th Bellingham Friends of Music is pleased to again host a one-of-a-kind fundraising event – our second mattress sale! This event has been VERY successful in school districts nationally and locally over the last 8 years. Last year, our fundraiser was a huge success and **we want to make this year even better!** BFOM is in the middle of a large fundraising campaign to purchase many items for the music program at BHS and BMMS. As we are all aware, school budgets are tight and we depend on the BFOM more and more every year to support our music program. Things that we need to purchase as part of this fundraising campaign include: new instruments for BMMS band program, new color guard equipment, new podium and banner for BHS Marching Band, new instruments for BHS Concert Band, new uniforms for BHS Chorus, and continue to provide educational opportunities for all BHS and BMMS music students with lesson scholarships, clinics, workshops and field trips.



We are very excited about this fundraiser for many reasons:

- Our students do not have to sell anything!
- Our students do not have to collect any money or be responsible for product distribution!
- **It is a one day event that should raise several thousand dollars!**
- There is no risk or out-of-pocket expense to the BFOM.
- CFS fundraising organization is professional, organized and handles almost all the legwork.
- The mattresses are extremely high quality and have outstanding warranties!
- The mattresses are deeply discounted: 30% - 60% below retail stores!
- Our students can earn personal referral bonuses ranging from \$25 - \$500.



YOUR contribution to this event is simply to get the word out about the mattress sale! We are sending this brief note home to make sure you are aware of the event and to let you know what we need the students to do.

1. We need each student to find at least one referral to come in and check out the sale. One out of ten families buys a new mattress every year – so they need to talk to about 10 families to find a referral that might buy a new mattress. The more referrals your student brings in that buy mattresses – the more cash bonuses they win!
2. Enclosed is a flyer that each student is responsible to distribute. (BHS students received packets of flyers in class this week). The flyer has a spot at the bottom for your student's name and a coupon for the potential customer to save even more.
3. Use social media, email, and text messages to your family and friends to spread the word. Create a Facebook event, post it on Twitter, Instagram a picture of the event information, **GET CREATIVE!**
4. Finally, we need students to help spread the word on the day of the sale - hold signs, play music, wear a mattress costume, etc.

More information about the sale:

- **Saturday, March 5th at Bellingham Memorial Middle School from 10:00 a.m. to 4:00 p.m.**
- All mattresses sizes including special sizes are available. Prices start at \$249. and there will be 18 – 20 sets on display from which to choose.
- All products are brand-new, name-brand (Restonic, Simmons, Therapedic) with full manufacturer warranties made locally - right here in New England.
- Delivery is available or mattresses can be picked up at the company's warehouse about 1 – 2 weeks after the sale.
- No high pressure sales – just savings to our community: 30% – 60 % below retail. All we ask is that people come in and take a look. No one is pressured to buy a mattress.

We very much appreciate your support of our fundraiser and music program. We hope that you will be able to help your student spread the word to neighbors, co-workers, extended family and friends.

Thank you,

Bellingham Music Staff and Bellingham Friends of Music