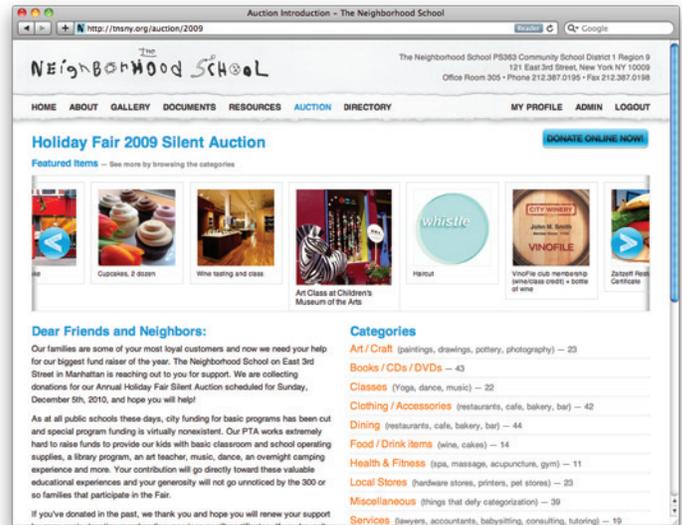


Reach Your Local Customers Through Our Silent Auction

OK, we didn't actually conduct any market research on this, but let us try to appeal to your common sense. We think donating your goods and services to the **silent auctions** of your local schools is a great way to expose your business to your local customers for the following reasons:

1. It's **cheap**. Think about it. How much would you have to pay if you were to place an ad on your local newspaper for a few months?
2. It's **cheaper**, because it's your own goods and services, not cash. Naturally, the cost of your goods and services is cheaper than the face value of your donation.
3. It's **cheapest**, because it's tax-deductible.
4. It's **well-targeted**. You are reaching out to the people who actually live in your neighborhood, not to someone who lives in China, or even New Jersey.
5. It will **not be ignored**. We all ignore ads in newspapers and on Websites without even thinking about it. With silent auction donations, everyone will at least look at your donation even if they would not bid on it.
6. When your **local community thrives**, your business thrives. You are not benefiting some remote community that has no direct benefit to your own business.
7. One contribution can **go a long way**. On our website, we have a database of local businesses that have contributed.



Convinced? (You have to be.) Then let's not wait because **the earlier you donate, the more people will see your donation**. You will get more eyeballs for your buck. Not convinced? OK, we can try the begging strategy when you call. We accept donations of \$50 and up (at face value). You can donate on our Website yourself, or you can contact your representative below.

Name _____

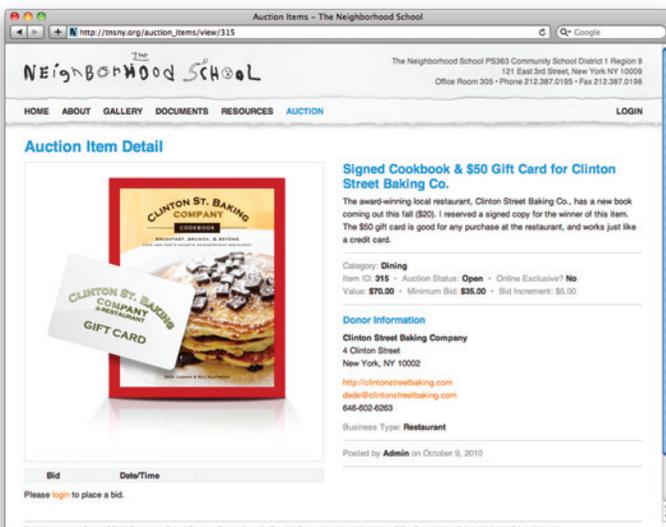
Phone _____

Email _____

Or you can contact any of the following people:

Amy Richards — Msamelia@aol.com
Dyske Suematsu — dyske@cycleia.com

The Neighborhood School (PS363) is on East Third Street between Avenue A and First Avenue, and was founded in September 1991, designed to meet an expressed need for a progressive approach to educating the children of our community. We provide the opportunities for children to explore the social world, asking and finding their answers to questions about how people live, why people live together in communities, what services neighborhoods provide, how New York City came to be the way it is, and how they can work with others and contribute to a better world and community.



Our Silent Auction Website is at:
<http://tnsny.org/auction>