



Re: Adopt-A-School

Dear Principal:

Hooray, 2008 is here and with a new year brings great opportunities from Joe's Crab Shack! We have put together a few programs that enable us to help the schools within our community. We have made this a huge success in many of our local schools and would love for you to be apart of this program.

There are a few different programs that we offer for your school. You are welcome to participate in all of them or you can pick and choose. The first consists of Certificates of Achievement for your students. The certificates can be used as awards or incentives and they help build self-esteem, pride, and enthusiasm. Students receive a certificate for a Free Kids Meal with the purchase of an adult entrée and are designed to reward students demonstrating outstanding achievement in honor roll, perfect attendance, and/or good citizenship. Secondly, our Teacher Appreciation Certificates entitle your staff to receive five dollars off their meal purchase of \$20 or more in appreciation of their hard work. Lastly, we have created a fun night called School Spirit Night at Joe's for families of your school, where 10% of the sales that your school brings in goes back to your school. You pick a date, promote it how you'd like, and simply bring the flyer into Joe's. We keep track of the sales. What's the catch? There is none. It is definitely a fun time for all and we'd like to make your fundraiser night happen soon!

All of these certificates and flyers are available to you at all times and at no cost to you. Just let me know if your school is interested and I'll hand deliver all of the certificates to you to hand out as you please. Joe's Crab Shack wants to give back to our local communities by promoting positive behavior and would like to start with your school. I hope we can create a lasting relationship and help you with your needs. If there is something that you need please let me know and I will find a way to help you.

I really look forward in making this an absolutely positive program for both Joe's Crab Shack and your school. Please give me a call and I'll get those certificates out to you ASAP!

Sincerely,

Courtney Salway  
Joes Crab Shack  
Sales Coordinator  
(909) 578-5889