



Shepherd Elementary School

THE MUSTANG

Home of the Shepherd Mustangs

April 20, 2010

Special

Auction 2010: The Carnival for Giving

Edition

Mark Your Calendars!

- **Apr 19—30, 2010** DC CAS Testing and Makeups
- **Apr 21, 2010** PTA Meeting 6:45
- **Apr 30, 2010** Shepherd Annual Auction 7-11pm Washington Ethical Society, 7750 16th St. NW



AUCTION FAST FACTS

What: "The Carnival for Giving."

When: Friday, April 30, 2010

Time: 7-11 p.m.

Where: Washington Ethical Society, 7750 16th St. NW.

Tickets: \$40 each, or two for \$70

AUCTION VIP's

- At-large D.C. Councilmember Kwame Brown, who has thrown his hat into the ring for D.C. Council Chair.
- Current D.C. Council Chair Vincent Gray. Don't expect some kind of "Battlebots" slugfest between Gray and Brown, since Gray has announced he's running for Mayor.
- Ward 4 Councilmember Muriel Bowser, who's already purchased an ad for the auction program and made a generous auction prize donation.

Who else will be checking in at the VIP desk? All people seated at the tables purchased by savvy parents -- and those tables are now SOLD OUT.

And who else? Every Shepherd Elementary teacher and staffer who comes. They've all been invited, and we hope they honor and grace us with their presence. They are the VIPs of 7800 14th Street. And it's our job to give our VIPs the things they need to make Shepherd successful.

IT'S NO MYSTERY!

Remember the TV game show "Let's Make a Deal"? (It's back on 10a.m. weekdays on Channel 9 with Wayne Brady hosting instead of Monty Hall.) One of the chances a contestant had to take was whether to choose box number one, box number two, box number three, or whatever was behind the curtain where Carol Merrill was standing. There was some OK stuff in one or two of the boxes, a really nice prize hidden somewhere, and one box had a terrible gag gift -- like a mule wearing a farmer's straw hat.

At this year's auction, we promise NO MULES! But we will have many, many "mystery bags" that you'll be able to buy without bidding for the modest sum of \$20 or \$25. Last year, they sold out before the auction event ended. And, in a much higher percentage than "Let's Make a Deal" ever offered, the value of the contents inside the Mystery Bag will closely approximate -- if not exceed -- what you spent on it. That way, every Auction-goer can go home a winner.

So get ready to give it up for "The Carnival of Giving."

Where to Park? Lots of Places!

The Ethical Society doesn't have a parking lot. Neither does Shepherd, and we get by. Here are suggestions of where you can park:

- Jonquil Street, on either side of 16th Street.
- Kalmia Road, on either side of 16th Street.
- 16th Street itself, although early birds should wait until after 6:30 p.m. to park on either side of the street. And it's OK to park on both sides of the traffic signal at Kalmia
- Plus, a big bonus: We've gotten permission from the Lowell School to use its three parking lots. Together they hold 60 spaces.

Or, given how close the Ethical Society is to so many school families, you may want to walk to the auction.

STUDENT WINS NINTENDO DSi IN AUCTION RAFFLE

We have a winner! On April 9, during the morning announcements, the winning ticket was pulled by Principal Miles. The winner was – Alex Leonard of Ms. Weber's 3rd grade class. Congratulations, Alex! The raffle netted the auction effort more than \$200.

AUCTION TICKETS ON SALE AT WEDNESDAY'S PTA MEETING

What - you still don't have your tickets for the auction yet?!

Not to fear. Members of the Auction Committee will sell tickets during this Wednesday's PTA meeting. The meeting starts at 6:45 p.m. at the auditorium. Get your tickets, then stick around for an auction update to be presented by Auction Committee Chair Bianca Bostic.

Ledo Pizza: The Gold Standard!

Seek out Ledo Pizza on Georgia Avenue. Ledo Pizza has, for the second year in a row, become a Gold Sponsor of the Auction! That demonstrates a lot of commitment to the community.

I know I've seen my share of Shepherd families enjoying dinner or lunch at Ledo, and now Ledo is giving back the love. Let's keep the two-way love affair going!

I'll get Ledo for my daughter's baby-sitter and her on Auction night. And you?

--Mark Pattison

Auction Items To Open Your Eyes!

AUCTION ACTION HEATS UP WITH TERRIFIC PRIZES TO WIN

You Heard It On NPR! We have not one but two NPR-related auction items this year:

1) WAMU Lunch and Listen: Tour the studios of NPR's local affiliate WAMU, enjoy lunch and meet the D.C.-based on-air personalities, Diane Rehm and Kojo Nnamdi, up close and personal! Start thinking of what you'll ask them now.....

2) NPR Lunch and Listen: Shepherd Park's very own Michel Martin, host of "Tell Me More," will give you a tour of the NPR studios, have you sit in on her taping, share lunch and NPR goodies with you, then take you to the taping of "Talk of the Nation." Culture and current events galore!

Entertainment for everyone! Radio not your thing? There are many ways to share in the family fun with these auction donations. Here's a sampling of tickets to events we received early on:

- **Imagination Stage**
- **Bowie Baysox**
- **Dance Place**

We're sure to get more cultural and sporting event tickets -- stay tuned!

This Message has Been Sponsored By ...

You, perhaps? Auction sponsorships are a terrific way to show how much you support the school and its educational mission. We have four levels of sponsorship:

- **Mustang Sponsor (\$500)**
- **Silver Sponsor (\$750)**
- **Gold Sponsor (\$1,000)**
- **Platinum Sponsor (\$2,500)**

Each level of sponsorship comes with its own set of auction-related perks. Open the attached file to see how we can say "thank you" to your generous contribution.

Now is the perfect time to act to secure a sponsorship. Notify Auction Chair Bianca Bostic at shepherdauktion@live.com to arrange your own sponsorship.

**For any and all
auction details,
fire off an e-mail to
shepherdauktion@live.com**

AUCTION TICKET PRICES REDUCED FROM LAST YEAR

Look for Auction tickets on sale not only at Wednesday's PTA meeting, but most mornings inside the auditorium, until Ms. Booth begins her hand-clapping routine. Auction ticket prices are down from last year:

\$40 for one, or two for \$70. At those prices, get some for your neighbors and friends. We'll take cash, and we'll take checks made out to the Shepherd Elementary PTA.

Join the Crowd!

All parents of new students who were accepted into Shepherd for the 2010-11 school year are being invited to attend. A letter was drafted earlier this month and was sent by the school inviting them to get a jump start on getting involved at Shepherd -- and the best way to do that is to get a baby-sitter for April 30 and come to the auction.

By the way, there are more people who will read this issue of the Mustang than there are tickets available for the auction - and the ratio gets bigger by the day. So don't wait too much longer to get your tickets. There's only so much space at the Ethical Society (and the fire marshal has a thing about crowd limits), so act fast and get your tickets!

BUY AN AD IN THE AUCTION PROGRAM!

We've got dozens of fifth graders graduating this year. And dozens of parents rightfully proud of them. How about purchasing an ad in the auction program book to congratulate them on their accomplishments?

Shepherd also has dozens of teachers and staff. How about taking a collection from other parents in your classroom or grade to place an ad to thank them for their wonderful service to the school? They've all been invited to the auction, so they're likely to see it on auction night!

You may have a cause or business or promote. Use the auction program book to showcase it!

Ads start as low as \$25 for a quarter-page B&W ad. You can get a half-page ad for \$50, or a full-page ad for \$100. And if you want to add color to the mix (say, a color photo of your favorite teacher or student), just add \$25 to the cost of the ad.

Go to home page of the school Web site, www.shepherd-elementary.org, to print a copy of the advertising contract. While we're in the midst of stuffing the booklet with terrific auction items, we might as well stuff the book with ads, too! It will be THE place to see and get seen.

But don't dawdle. The auction program book goes to the printer this week!

Shepherd Elementary School PTA Presents:

Auction 2010: The Carnival for Giving



**Friday,
April 30th
7:00 PM**

**Washington Ethical Society
7760 16th St NW**

**Silent Auction begins:
7:30 PM**

**Live Auction begins:
9:00 PM**

**Performance by:
• Steel Drum Band
• DJ OZ**

**Tickets:
1 for \$40 or 2 for \$70**

"Food will be provided by Caribbean Caterers."



The Carnival for Giving

For more information contact:

**Bianca Bostic 202-821-8076 • Alicia Anderson 240-603-0143
or Email: shepherdaction@live.com**

Auction Items To Open Your Eyes!

Remember all that squabbling between Mayor Fenty and the D.C. Council the past couple of years about the "council box" tickets at new Nationals Park? Well, how would YOU (and a dozen or more of your closest friends) like to sit in the "council box" for a game: the August 1 contest against Nats' NL East rivals and defending two-time National League champion Philadelphia Phillies? It can be yours -- for the right price! And it includes actual tickets to the game.

Maybe you can't drag a dozen or so people to the ballpark. So what if the entertainment were to come to you? "Banjo Man" Frank Cassel, a fixture for more than a decade at the Takoma Park farmers' market, is donating his services for your son or daughter's birthday party. It's yours for the bidding. so don't be shy on Auction Day!

SAVE THE DATE!

Did you get the "Save the Date" notice in your child's backpack last week? Even if you did, we'll tell you again: The auction will be held Friday, April 30, 7-11 p.m. at the Washington Ethical Society, 7750 16th St. NW, just down the block and across the street from Shepherd. Our theme is "The Carnival for Giving," and we'll enjoy music first from a steel drum band, and later from a DJ. So get a baby-sitter and make plans to come.

CLASSROOM PROJECTS ADD SIZZLE TO AUCTION

Parents are beginning to ask what kinds of items will be auctioned off. Some of the best items in the auction are the class-project items. Each teacher has been asked through their classroom parent to devise a little something special that parents of those kids will just flip over -- and bid big, bigger, biggest on. Ask your classroom parent what's in store for the gift from your class. Although our record-keeping doesn't go back real far, live-auction items of classroom gifts have been the biggest-ticket items each year!

Thank You Corner

A Carnival of Thanks!!

We would like to THANK YOU for:

- Soliciting ads
- Grabbing donations
- Buying tickets
- Selling tickets
- Being a sponsor
- Supporting our children
- Volunteering on a committee

Or any contribution you have made toward the Shepherd Annual Auction.

In the Thank You Corner, ANYBODY connected with Shepherd Elementary can thank ANYBODY ELSE connected with Shepherd. Just send in your thanks, whatever they are, to sesmus-tang@gmail.com.

If you prefer to stay anonymous, you can. Or, if you want everyone to know you're the one who appreciates someone's good deeds, you can do that, too!

WHY IS THE AUCTION SO IMPORTANT?

If you don't know yet, the auction is by far the biggest fund-raising project for the PTA. One thing you can do is buy tickets. You can also donate items for the auction. If you've got ice in your veins (and we're parents, so who doesn't?), ask to see the manager of the stores you shop at and boldly ask them for an auction contribution -- gift cards, merchandise, or maybe even an outright donation or a sponsorship. You can become an auction sponsor yourself; sponsorship levels start at \$500 and work their way up from there. Or, if you've got a service or goods for sale, don't limit yourself to donating them for the auction, but hawk them in the auction program book. No ad costs more than \$125, and you already know it's for a good cause! Go to www.shepherd-elementary.org to print sponsorship, donation, and advertising forms.

REMEMBER:

PTA Annual Auction

"The Carnival for Giving"

Friday, April 30

7-11 p.m.

Washington Ethical Society

7750 16th St. NW at Kalmia Rd. NW

Tickets: \$40 each, or two for \$70

Support Shepherd PTA's



The Mustang Round-Up

Join the PTA Listserv Today –

To subscribe, send an email (**include your name, your child's name and his/her teacher/class**) to:

Shepherd_Elementary_PTA-subscribe@yahoogroups.com.

Once signed up, you will be able to receive listserv updates directly to your email inbox. If you prefer to not receive emails for each listserv posting, simply select "no email" under the message delivery option in your listserv user setup.

Past Issues of The Mustang are Online –

Would you like to read *The Mustang* electronically? Need to refer back to a past issue? Each week, *The Mustang* is uploaded to the files area of the PTA listserv. Join the listserv and click to read.

The Mustang is also available on the Shepherd Elementary School website at www.shepherd-elementary.org.

Deadline Looms!

for Next Mustang Issue

The deadline for the April30 issue is Tuesday, April 27, at 5 p.m. Send all contributions to:

[**sesmustang@gmail.com**](mailto:sesmustang@gmail.com)

You'll be glad you did!

Shepherd Elementary School



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