



iAC EXPANSION
INITIATIVE

EXPANDING EXCELLENCE

*Thank You For Helping Us Raise over
\$13,000 Through The 2013
Hawk Walk Brick Campaign!*

Dear Hawk Walk Donors,

Thank you so much for your support and enthusiasm in helping us kickoff the Hawk Walk Commemorative Brick Campaign this past year! We have sold over 150 bricks, raised over **\$13,000** new dollars for our school, and begun to fill the entrance walkway to our new Track and Soccer Field Complex with many special messages and remembrances.

The Expansion Initiative is pleased to debut our 2013/2014 campaign promotion to you first as one of those who already holds a spot in our Hawk Walk. Please let us know if you are interested in any of the following additional Hawk Walk opportunities:

Hawk Walk Loyalty Donor Promotion

Opportunity #One:

Did you give a brick as a gift and not receive a Hawk Walk Gift Certificate to share? If so, we would be happy to provide that to you. Please contact us with information about your brick gift certificate needs at development@innovationcharter.org.

Opportunity #Two:

Would you be interested in purchasing a '*souvenir*' brick which would carry the same text as you initially ordered with your brick? The \$100 brick souvenir size is 1 1/5" x 3" and the \$325 brick souvenir size is 3" x 3" and both souvenir bricks are red in color. We are offering a special promotion to those donors who have already purchased a brick with us at the special price of \$10 to order a souvenir brick. You may order more than one souvenir brick as well during this promotion. Please respond using the enclosed promotion form to order a souvenir brick. Thank you again!

Opportunity #Three:

If between now and the end of the summer you wish to purchase an additional Hawk Walk brick, either as a gift or for yourself, we would like to honor your loyalty by giving you a complimentary souvenir brick for that order. You may order a new brick, along with a souvenir brick by using the enclosed form. We will contact you to confirm your order before the order is placed, and your brick(s) will be received and installed over the summer months.

Thank you again for your support and for joining the permanent legacy of Expansion Initiative donors! Have a great summer!



2012/2013 Hawk Walk Loyalty Donor Promotion Order Form

Opportunity #One:

I requested, but did not receive a printed certificate to give along with my gift:

Name of Person Who Purchased Brick: _____

Email Address: _____

Approximate month when you purchased your brick: _____

Message that was on your brick (as best you remember) :

Address where we should mail the Hawk Walk Certificate:

Street: _____

CityTown: _____

Zip Code: _____ Comments: _____

Opportunity #Two:

I would like to order 'souvenir bricks' that match my Hawk Walk Brick(s). This 'loyalty promotion' is providing a one-time opportunity to order souvenir bricks for \$10 each!

Name of Person Who Purchased Brick: _____

Email Address: _____

Approximate month when you purchased your brick: _____

Message that was on your brick (as best you remember) :

Address where we should mail the souvenir brick(s):

Street: _____

CityTown: _____

Zip Code: _____

Number of souvenir bricks you would like at \$10 each: _____

(Payment must be received before souvenir bricks will be ordered)

Please return this form, along with your payment for Opportunity One, Two and Three to

IACS

72 Tyng Road, Tyngsborough, Ma 01879

Attn: Ann Cottle, Business Manager



**2012/2013 Hawk Walk Loyalty Donor Promotion
Order Form – Opportunity # Three**

Opportunity # Three:

I would like to order another Hawk Walk Brick and take advantage of receiving a **free** 'souvenir' brick with this purchase! Please use this form and do **NOT** order online! Thank You!

Name of Person Purchasing Brick: _____

Street: _____

City/Town: _____

Zip Code: _____

Email Address: _____

(4"x8") Brick @\$100.00 per Brick – Three lines, 18 characters per line

Please complete the following box indicating the three lines of text you want:

(8"x8") Brick @\$325.00 per Brick – Four lines, 18 characters per line

Please complete the following box indicating the four lines of text you want:

Payment in full may be made by check made out to "IACS – Bricks" or by credit card. Credit Card payments may be made in up to four payments:

Credit Card Type: Visa Master Card AMEX

Credit Card # : _____ I would like to split this expense in:

Expiration Date: _____ # payments: 1 2 3 4

Name on Card: _____ (circle one above)

(Payment must be received before souvenir brick(s) will be ordered)

***Please return this form, along with your payment for Opportunity One, Two and Three to, IACS,
72 Tyng Road, Tyngsborough, Ma 01879 Attn: Ann Cottle, Business Manager***