

## Activity 2: Lovely Letters

If parents and carers are well informed about your sale, life suddenly becomes much easier for you. Your 'Gadget Shop' sale will be more successful.

### Business Success Story

Letters are time consuming and expensive. Nevertheless, if you have a small enough target market, they can be made personal, and the results can be very effective. Northern Nevada based charity 'Keep Truckee Meadows Beautiful' made the switch from an organisation-focused letter to a customer-focused letter, and experienced great success.

### Success Criteria

Letters can sometimes be a pain to write; luckily, we've drafted a template for you (see below). Print it out as it is, or copy and rewrite your own version, personalised to your school and your sale. A successful letter, to market your 'Gadget Shop' will have some of the following features:

- Information relating to the purpose of your sale (to fundraise for your school and to inspire a love of entrepreneurial spirit and learning). Don't forget to use those second person pronouns (you).
- Information relating to the date, time, location and additional rules of your sale. Don't forget to use those second person pronouns (you).
- Information relating to the average cost of a gadget and/ or the maximum value that pupils are allowed to spend.
- Information relating to the types of gadgets for sale, with some examples.

### Follow Up

Although you're unlikely to want to send a second letter, why not ask your class if they gave the letter to their parents/ carers. Did they read the letter together? Did they discuss the assembly you delivered the previous day? Do they have any feedback from their parents in relation to the price/ quality of the items on sale?

### Involving the Pupils

Retyping the letter (if you intend to edit it) could be a real bore. Why not ask your pupils to rewrite it for you, editing and adapting it in a small, peer group?

### Resources

Use our letter template, found in appendix A, below.

**SCHOOL HEADER HERE**

**DATE HERE**

Dear Parents/ Carers,

On **DATE**, **EVENT NAME** commences in the UK and we'd like you and your child, along with other pupils and staff from our school, to be involved. As a school we're planning an exciting **WEEK/ DAY** of events and activities, one of which is the 'Gadget Shop'.

Our 'Gadget Shop' is an exciting stall, home to the most exciting **SCIENTIFIC/ MATHEMATICAL** curiosities this side of the moon. It's jam packed with **SCIENTIFIC/ MATHEMATICAL** gismos, toys, games and gadgets, all aiming to promote a practical awareness of **SCIENCE/ MATHS** in the real world. What's more, our pupils and teachers will be developing their entrepreneurial skills by running the stall from within our school community.

The stall will take place **WHEN**. Pupils will be able to access the stall from **WHERE** and will be required to keep their purchases safe and unopened until they leave school at the end of the day. This way, they can share their amazing toys and games with you and complete the gadgets practical activities once safely back at home.

The gadgets on the stall range from **PRICE** and we've set a spending limit for each child for the week of £4. Should your child wish to buy a curiosity from our school stall, please ensure all monies are brought to school in a small envelope with your child's name and class clearly labelled.

Once again, thank you for you're on going support to our school. It's only with your help that we can continue to provide and excellent education for your child.

Kind Regards,

**SUBJECT LEADER NAME**