

January 27, 2009

To Whom it May Concern,

This year, after declining sales with our previous magazine fundraiser company, our school principal decided to make a change to Great American. Mark Kosoglow was our representative. As Student Services secretary, it was my responsibility to prepare, oversee and handle day to day duties of the fundraiser. Being new to my position, I was very unsure and nervous as to how it was going to go. Mark met with us prior to the sale and was very much interested in our input and ideas, likes and dislikes, etc. He was very thorough in his presentation to the students at the kick-off assembly. The students loved the prizes, particularly the BMX Bike Show! When I had questions, he was available through his cell phone, email or voice mail in which he always responded back quickly to me. He sent frequent emails to keep me informed of important dates and deadlines. Shortly after the fundraiser was complete, he came back to our school and met with us once again. We discussed what worked for us, what didn't, any ideas for next time or changes to be made. He was very open to anything we had to say.

The Great American company also has a great website that the customers can go onto with any questions about their orders. It is quick and easy to access. With over 700 students in our school, I only had 2 calls with questions about their magazine order and they were referred to the toll free number to call and/or the website address.

Overall, our sale was a success with sales higher than the previous years. With the economy in the state it is currently in, we were pleased with that. We have renewed our contract with Great American and Mark Kosoglow for our fundraiser again next year. We are looking forward to see how next year goes, knowing that the students will now be more familiar with the prizes and how it works. Thanks for your hard work and patience, Mark!

Sincerely,
Robin Frost
Student Services Secretary
Greencastle-Antrim Middle School