

2017 ArtsFund Associates Simple Email Template

When using this, please remember that personalization always works best, use this as a guideline but change it up to match your style, and to fit the relationship you have with the prospect.

Attach: Pledge Form

Subject: ArtsFund in the community

Hi <NAME>,

As a community member, you may already know the tremendous value the arts have in Seattle. They are essential to a healthy community – the arts enhance development, create jobs, spur urban renewal, attract new businesses, draw tourism dollars, and help make Seattle a dynamic and engaging place to live.

What you might not know is that ticket sales only cover roughly 50% of expenses for our local arts organizations--leaving a huge gap in the vital funds they need to create, produce and present thousands of inspiring concerts, exhibits, and performances. More than ever before, our arts ecosystem needs our help, and this is where ArtsFund comes in!

ArtsFund continues to be a long and trusted institution to the Puget Sound Region. They work hard to provide general operating support and resources to over 50 local organizations, both big and small, every year. Join us in helping to sustain a vibrant and healthy arts sector. Your generous contribution helps mobilize positive change in our community.

Today, I'm asking that <YOU/COMPANY NAME> consider making a tax deductible donation of <GIFT AMOUNT> for ArtsFund's Campaign 2017. It's simple—when we support the arts, we strengthen our community.

Want to learn more about ArtsFund and how I'm helping to support the arts? Well, you are in luck! I volunteer as an ArtsFund Associate, donating my time and energy to this important cause. I would love to share my experience with you!

Sincerely,

<YOUR NAME>

2017 ArtsFund Associates Impact Template

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Attach: Pledge Form

Subject: Making an Impact

Hi <NAME>,

As a community member, you can appreciate how fortunate Seattle is to have a flourishing arts and culture sector. The arts are vital to a healthy community, working to enhance development, create jobs, spur urban renewal, attract new businesses, draw tourism dollars, and most importantly, help us connect to each other.

2016 ArtsFund Grant Impacts -- \$2.4 Million in grants helped to provide:

- 10,000 Events, Exhibits and Performances
 - 809,000 Students Access to the Arts
 - 1.6 Million Free or Discounted Tickets
 - 9.7 Million Patron Visits

What you may not know is that ticket sales only cover roughly 50% of expenses for our local arts organizations--leaving a huge gap in the vital funding. **ArtsFund continues to be a long and trusted institution to the Puget Sound Region**, working holistically to ensure that the arts in our community have adequate resources to lift us up, inspire us and make all feel welcome to participate.

Today, I'm asking that <YOU/COMPANY NAME> consider making a tax deductible donation of <GIFT AMOUNT> for ArtsFund's Campaign 2017. Now more so than ever before, we need your help.

Want to learn more about ArtsFund and how I'm helping to support the arts? Well, you are in luck! I volunteer as an ArtsFund Associate, donating my time and energy to this important cause. I would love to share my experience with you!

Sincerely,

<YOUR NAME>