

Client: Shakespeare In Action

Project: Fundraising Letter

Objective: Raise funds for the 2009 Shakespeare for Kids Summer Camp by sending fundraising letters to parents of children who previously attended the program.

COPY EXCERPT:

April 3, 2009

Name
Address
City, Province, Postal Code

Dear -----,

I'm writing to invite you to play a leading role in an exciting new season for Shakespeare In Action – and to help provide an exciting opportunity for more families to participate in a full season of interactive, artistic programming. 2009 will include more productions, more Shakespeare in Toronto's schools, and the opportunity for more children, *like yours*, to experience the magic of theatre through the Shakespeare for Kids Summer Camps.

Last year, as part of our Shakespeare for Kids Summer Camp Program, thirty students from the Lawrence Heights community worked with the Shakespeare In Action team to create two unique performances of *The Tempest* and *Romeo and Juliet*. Parents and community leaders spoke to me about the lasting influence the 2-week camp would have on these young people, who had never experienced anything like our program. The students received master class level instruction in acting, singing, improvisation, costume design, puppetry and set design. But, most importantly, they learned positive communication skills, the benefits of teamwork, and the power of their imaginations.

This year, with your help, we can provide scholarships for 35 students in Lawrence Heights to attend a special Summer Camp at Barbara Frum Library.

Your special gift of \$45 will give 1 day of theatrical training to a child at this year's Shakespeare for Kids Summer Camp.

However, donations in other amounts will go a long way towards bringing this highly acclaimed program to more children in one of Toronto's most underprivileged neighbourhoods.

Please send in your tax-deductible donation by **June 1, 2009**. That way, you and I can ensure that the maximum number of students receive scholarships. You can donate by mailing back the enclosed reply card or by phoning me directly at 416-703-4881.

Thank you for your support, and I hope to see you at this year's performances.

Sincerely,

Michael Kelly
Artistic Director
Shakespeare In Action

P.S. Your tax-deductible gift of \$45 will provide 1 fun-filled, imaginative day for a child at this summer's Shakespeare for Kids Camp – but only if you donate by June 1, 2009.

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“Thank you for your fantastic letter; we really love it, and feel that it captures the message perfectly,” Mat Howard, Education and Development Coordinator, Shakespeare In Action.