



## Let's sell out the house!

You can name seats in honor of your child(ren) and other family members! Your seat(s) will display your name(s) as you wish. What's more, your honorees will be invited to a FREE annual performance where they will be able to sit in their very own named seat.

Your gifts help support the development of the brand new Live Theatre Workshop Children's Theatre and give you the opportunity to honor your child's life-changing experience with Live Theatre Workshop classes and summer camps for the life of the seat.

Each seat naming is available for a gift of \$3,000. Thanks to the Connie Hillman Family Foundation, for every \$2 you give we get \$1, up to a total of \$200,000!

You can name as many seats as you wish and we will ensure your seats are next to each other. Each seat may have a different name or you can choose to name multiple seats for one child.

You could also choose to get together with your child's friends' families and name seats together so that your child can see her/his LTW friend every year at the annual seatholder performance.



### Ready to secure your seat?

#### To secure your seat, you have two options:

- 1) **Pay for your seat(s) yourself.** With a gift of \$3,000/seat, you may simply name your seats. This can be a gift of outright cash or paid in installments over a period of months. All cash must be received by October 31, 2021 to be eligible for the Hillman match.
- 2) **FUNdraise for your seat(s)** by inviting family and friends to contribute to your total goal of \$3,000/seat. Please read all of our "Steps for a Successful Family FUNdraising Campaign" before deciding to pursue this option.

✓ **YES! Sign me up!** See the next page for instructions!

#### For Help or Information Contact

Laura Alexander  
520-405-6145  
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Please reserve \_\_\_\_\_ (#) of seats in the new LTW Children's Theatre. Name(s) as I would like them to appear on the seat signage are:

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### What is the total gift amount?

\$3,000 X \_\_\_\_\_ (# of seats you wish to name) = \$\_\_\_\_\_



### How would you like to pay?

- I will pay for my seat(s) myself.
  - Enclosed is my check for the full amount.
  - Please charge my credit card:
    - For the full amount of \$\_\_\_\_\_ OR
    - Payments of \$\_\_\_\_\_ per \_\_\_\_\_ (month or quarter) for \_\_\_\_\_ (# of months or quarters).
  - Credit Card #: \_\_\_\_\_
  - Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_
  - Signature: \_\_\_\_\_

- I plan to **FUN**raise for my seat(s). See the next page for instructions and tips about FUNdraising for your seat(s)!



### Ready to for a Family FUNdraising Campaign?

Don't worry! It's easy. We've set up a campaign website using Give Lively, a free fundraising platform. You can set up your very own fundraising page quickly and easily.

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## Steps for a Successful Campaign

### WEEK ONE:

- 1) **Create a fundraising page** at <https://secure.givelively.org/donate/live-theatre-workshop/let-s-sell-out-the-house>. **Scroll down and click “I want to fundraise for this.”** We can also supply you with campaign materials and remittance envelopes for people to make their gifts offline. You will be able to enter these offline gifts on your fundraising page if you wish.
- 2) **Set a Goal.** Are you raising money for one seat or several? What is your total goal? When would you like to have your fundraising campaign completed?  
**My Goal: \$3,000 X \_\_\_\_\_ # seats = \_\_\_\_\_**  
**My Deadline: \_\_\_ / \_\_\_ / \_\_\_ (no later than 13/31/21)**
- 3) **Determine your own contribution.** The more you give, the more others will give. In general, people will either match your gift or give less, so you set the pace with the first gift out of the gate. If you really want to be successful, we suggest you give half and raise the other half.  
**I will contribute: \$\_\_\_\_\_ (suggestion: 50% of your goal)**
- 4) **Involve your child.** Use quotes from your child about their experiences with Live Theatre Workshop in your emails, letters or posts. Have them ask people in person, over the phone or in electronic communications. It will be much harder for them to say no to your child.
- 5) **Talk to your closest friends and family first. Asking in person gives you the highest probability of success, so start by directly asking grandparents, stepparents and close friends.** If you can raise half your goal from yourself and your closest family and friends before you start widely distributing your fundraising campaign, you will have a greater chance of success.
- 6) **Ask for a specific amount.** People are accustomed to giving small amounts for school or sports fundraisers. This isn't a candy bar sales program; it's a theatre seat with your child's name on it that will last for many years to come. Asking people to contribute a specific amount ensures they understand what you need, what it will take for you to reach your goal and increases your chances of success.

### WEEK TWO:

- 1) **Launch Party.** Host a launch party in your home and invite all the people you think might give to your family's campaign. Have your child perform or make a testimonial and ask everyone to contribute. Again, ask for a specific amount. (The party is optional. If you don't want to do it, just skip to Week 3.)  
**Date of My House Party: \_\_\_ / \_\_\_ / \_\_\_**

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### **WEEK THREE:**

- 2) **Email Solicitation.** Send an email to the list of folks you've identified who might give, but who either attended the launch party but didn't give, didn't attend the launch party even though you asked, or people you didn't invite to the launch at all but who you think might be willing to support you. Make sure the emails say "Dear Mary" (your friend's name) not "Dear Friend". Include photos and testimonials from your kids, your fundraising goal and progress toward your goal, what you are asking for and why. Use our worksheets included in this packet to brainstorm as long a list as possible. The more people you ask, the more likely you are to succeed.
- 3) **Social Media.** Start posting social media messages about your campaign. Plan to post every other day or so with different types of messages: photos from the launch party, photos of your kid(s) performing, your fundraising goal, your progress to goal, and some asks for participation by your social media friends.

### **WEEK FOUR:**

- 4) **Continue your social media posts,** updating people on your progress to goal. You can also use these posts to thank people for helping your family raise the funds.
- 5) **Send personal thank you cards** to everyone who has given. This is a great job for your child(ren).

### **WEEK FIVE:**

- 6) **Send a follow-up email with the link to your fundraising page to anyone who hasn't given** reminding them what you are doing and why and asking them to consider making a gift. Tell them when you are hoping to have all the commitments in and ask them to help you meet your deadline.

### **WEEK SIX:**

- 7) **Take stock:** How has your campaign progressed? Did you meet goal yet or do you have more to do? If you haven't met goal, try these additional ideas:
  - ✓ **Send a personal card** from your child asking people to give.
  - ✓ **Ask friends and family to help you** extend the list by giving you ideas for who you might call or email.
  - ✓ **Invite friends and family to see a performance at LTW,** then talk to them afterwards about why this is important to you and your child(ren).

Dear Grandma and Grandpa:

I'm so excited because Live Theatre Workshop is opening a new theatre with a space just for kids! I've been part of LTW for \_\_\_# years. Last year, I got to play [your favorite part] in [your favorite show]! The best thing about being part of LTW is [your favorite thing].

Mom, Dad and I are raising \$\_\_\_\_\_ to name \_\_\_# seats in after ME at the new theatre! That means my name will be on a plaque on the seat!! Every year there will be a free performance that I get to attend and sit in my seat. That is special to me because [why that's special to you]. Also, it means we are supporting the building of the Live Theatre Workshop so that other kids – and adults – can experience the joy of theatre!

Will you contribute to our family FUNdraising Campaign to name the seat(s) after me? It would be so great if you were willing to give \$[amount] toward our goal. Thank you!





## My List of Potential Supporters:

### I. Closest Family & Friends I can ask BEFORE I send email or social media:

Maternal Grandparents: \_\_\_\_\_

Paternal Grandparents: \_\_\_\_\_

Aunts & Uncles: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Special Adults in My Child's Life: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### 2. People to whom I can send personalized letters, emails, texts or cards:

These could include: teachers, coaches, professional colleagues, people at church, vendors with whom you spend money, parents of your child's friends, people you've contributed to for things.

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### 3. Social media platforms you can use to spread the word:

Instagram

Twitter

\_\_\_\_\_

Facebook

LinkedIn

\_\_\_\_\_