

Historic LANSDOWNE THEATER Corporation

P.O. Box 131 ✪ Lansdowne, Pennsylvania 19050 ✪ 610 622 1234
www.lansdownetheater.org

June 28, 2010

Dear Member of the Lansdowne Theater Outreach Committee,

Thank you for agreeing to serve on the Lansdowne Theater Community Outreach Campaign. Your active participation on this committee to raise funds is crucial the effort to restore and reopen the theater. Once restored, the theater will be a major attraction in Lansdowne and will spur additional investment in Lansdowne, and provide educational experiences for everyone in our community. We hope your involvement on the committee will be fun for you and make you feel a part of this project---the largest economic and community development effort in Lansdowne's history.

As I have shared with you we have set a goal of creating a team of 100 volunteers who each agree to reach out to a minimum of five family members, friends, classmates, neighbors or colleagues and to ask them to support the *Save the Lansdowne Campaign* by making tax-deductible charitable donations to the Historic Lansdowne Theater Corporation, the nonprofit owner of the theater. Our goal is to attract 700 donors by December 31, 2010. (We already have 200 donors.) If you know of anyone who you think would be willing to join the outreach team please feel free to ask them to contact us and join the committee. The more members of the team will result in additional contacts and donations—we want anyone who wishes to get involved to feel welcome and appreciated.

Some of you have already provided me with your contact list. If you haven't please begin to assemble the list of people you are going to contact. Once you've completed your list email it to matt.schultz1@verizon.net or mail it HLTC 31 North Lansdowne Avenue Lansdowne, PA 19050. We understand some members of the committee are concerned about divulging private information. If this is the case, please just provide us with names. We need to have the names in advance to ensure that we do not mail to people twice and so that we can let you know when your contacts have responded. (We promise not to share the list with any other organization or individual.) It would be very helpful if you would compile your list by August 1st.

In mid-to-late August, you will receive printed letters with envelopes and postage. If you would, please simply write a note on the letter saying something like "I'm supporting the effort to restore the Lansdowne Theater. I hope you will join me in this effort" and then sign your name. With the idea that people are on vacation during the summer the letters will not be mailed until just after Labor Day.

If you would like to arrange for a tour for the people who you are going to contact, please let me know and we can work out a date and time. Visitors are hooked when they get a chance for a private tour to see the auditorium and projection booth and learn about the history of the building. I guarantee once they tour the building they will support the campaign.

Your willingness to get involved is much-needed and greatly appreciated. Please contact me at the email address above or at 610-622-1234.

Sincerely,



Matthew Schultz
President

Thanks everyone for joining in this campaign.
We hope to make some funding announcements
in the fall and produce a concert in October.
Let me know if you have any questions or ideas.

