

Dear XXX,

XXX (ie: This summer, Last winter, three years ago) I started dancing for a company called the A.O. Movement Collective. The AOMC was founded in Washington DC in 2006 by Artistic Director Sarah A.O. Rosner, and relocated to NYC in September of 2008 as a home for hard falls and heavy slow dances. We are a family, a think-tank, dancemakers, community leaders, ever-evolving mind-bodies, technology developers, and catalysts: **movers and shakers in every sense.**

I'm thrilled to be an integral part of this family, and **I'd like to reach out to you and ask for your support this season.**

The AOMC is not your average dance company – while we create and perform original work, we're also interested in working through important issues within the dance community such as finding sustainable options for long-term growth.

In the past year, we've accomplished an incredible amount – Sarah was honored with Dance Theater Workshop's Van Lier Fellowship, and we started making a new work that we've since shown excerpts of in venues all over New York and toured to DC. We've created web videos and blog posts showcasing our work for our out of town audiences, gaining an active audience of over a hundred weekly viewers on our blog, and we've applied for residencies, showings, performances, and grants with steadily successful results.

Recently, we were thrilled to hear that we were selected to present a **two-night season at Joyce SoHo** – an incredible achievement and honor for any company, especially one as young as the AOMC! We are extremely excited to present our new work, *90 ways to Wake from drowning*, this July 30th and 31st in a performance that will be **the AOMC's first evening length show!** Set amidst a visual wonderland of car crashes and heavy slow dances, this piece is a love letter penned in the aesthetics of mess, and we couldn't be more excited to share it with you.

However, to make this season a reality, **we need to raise \$11,000!**

A challenge to be sure, but we're excited to meet it. This money not only pays for our rehearsal space, performance venue, and costs such as insurance and costumes, but ensures that my hard work and creative input as a performer is supported and sustained. To reach our total goal we need to raise **\$4,000 through this letter campaign**, which will be supplemented by money earned through grants, showings, and ticket sales to meet our total expenses for the season. We'd like to ask for your support, and would be honored if you'd consider investing in a company that is tenacious, inventive, and emerging as a clear force within the dance community.

We understand that this ask comes at a hard economic time, but please know that whether you can donate \$10 or \$1,000, your support is not only a huge financial help to us, but also sends us a clear message that our work is valued, giving us the hope and motivation to continue building, exploring, and creating. Additionally, please know that you'll be joining a family of donors and supporters who have given to us in the past, and continue to be excited by our incredible work ethic and the art that we produce.

In fact, one of our long-time donors was so excited by our Joyce SoHo news that they've

offered to match every donation until we hit \$2,000!

We're blown away by their generosity and support, and need your help to take them up on their offer! **Please help us raise \$2,000 and double our donations to reach our \$4,000 goal!** All donations are 100% tax deductible, and come with our immense thanks and acknowledgement on our website, season programs, and digital media (please see form).

Regardless of your donation, I'd love for you to become a member of our growing family by coming to a show, following our blog, or checking out our website at www.theAOMC.org. As a member of the A.O. Movement Collective, I'm excited to be part of a group that's moving forward with such clear momentum and vision, and I'd love to have you along with us for the adventure!

Sincerely,

NAME LAST NAME
AOMC dancer since XXXX