



November 10, 2011

[first name] [last name]
[address 1]
[address 2]
[city], [state] [postcode]

Dear [greeting],

 Greetings from Pawtucket, and welcome to the Sandra Feinstein-Gamm Theatre's 27th Season!  I love this time of year (despite the crazy weather we've been having), not only for the nip in the air and the change in the leaves, but because in the fall we begin a new theater season. With *Circle Mirror Transformation* already under our belts, we're now opening simply the greatest play ever written, William Shakespeare's *Hamlet*. How could I not be excited?  

 Of course, this is also the time of year when we ask our community to support our work with a donation. We all know that giving feels good; in fact, brain researchers have recently confirmed that donating to a favorite cause activates the mesolimbic pathway – the reward center that releases dopamine. Now, I would prefer to think that you  support The Gamm Theatre because **you believe that we offer the community something vital and necessary**, not to just get a rush of chemical happiness! But to make sure, I thought I'd better spell out **just what your donation to The Gamm achieves**.



- **ACCESS TO THE ARTS** Did you know that without your help, our tickets would cost **about twice as much** as they do now? That would make them inaccessible to the majority of our audience.
- **SUPPORT FOR THE ARTISTS** Do you know how many year-round theater companies in Rhode Island pay their local actors a union wage? Just two – and **we're proud to be one of them!** 
- **LITERACY IN OUR SCHOOLS** How many Rhode Island students do you think our unique literacy-through-performance program will reach this year? Answer: **more than 3,000 students**, in grades 3 through 12 – **but only if we can raise the necessary funding!**



 But fundamentally, **giving to The Gamm Theatre protects a gathering place for ideas**. You give us the means to stage provocative new works and reinvigorated classics. You make it possible for the community to engage in complex conversations instead of simplistic sound bites. **You create a space to debate the significant events in our world with your peers and, in doing so, challenge us to keep challenging you.**



To achieve all of this, **we need your support now**. Without your help, The Gamm would quickly be forced to make a terrible choice: do we double our ticket prices? Ask our actors to work for free? Cancel our educational programs? Or do we lighten our programming and abandon our mission of producing plays of consequence? **It is only with contributions like yours that The Gamm is able to present the**

powerful, thoughtful work you expect from us. Giving to The Gamm doesn't just feel good. It does good. Please show your support today (see **WAYS TO GIVE** below).

Once again, thank you for believing in The Gamm Theatre. I look forward to seeing you soon.



Warm regards,

Tony Estrella
Artistic Director



WAYS TO GIVE

- **By mail:** Send a donation using the enclosed envelope.
- **Online:** Visit gammtheatre.org and click DONATE.
- **By phone:** Call (401)723-4266, ext. 16 and make a contribution with a debit or credit card.
- **Easy and automatic:** Contact Brian Platt, Development Director, at the number above or brian@gammtheatre.org to set up a monthly payment, or arrange it at work through the United Way.
- **Double your donation:** Ask your employer about a matching gift program.
- **Celebrate:** Some supporters have come up with the lovely idea of asking friends and family for gifts to The Gamm rather than birthday or anniversary gifts.
- **Create a legacy:** Contact Yvonne Seggerman, Executive Director, at (401)723-4266, ext. 14 to discuss making a planned gift.
- Have another idea how to make a difference? **Let us know!**

Thank you for your continued support!

In accordance with Section 170(f)(8) of the Internal Revenue Code, your contribution is fully tax-deductible.