

ForImpact

Context: Predisposition email from executive at national Arts Org, introducing Sales Team member and requesting a visit.

Dear Mary:

Arts Org is working with some new partners to help us expand our impact of cultural contributions, both in Country and around the world. We see an opportunity and hold as an imperative to move from a preserver of national arts to an **imaginative cultural asset that can celebrate and promote the Country**.

By way of this email, I would like to introduce Tom Suddes and see if you might have 30 minutes available for a brief visit with him - both as an introduction and to discuss Arts Org's plans.

Tom Suddes comes to us with many ties to Country and a great deal of experience in helping organizations such as ours reach a grand vision. As something of a sidenote, he spent the 1970's working at the University of Notre Dame as Director of Development, and has been the boxing coach there for 35 years.

For added context, Arts Org is embarking on a plan with near-term and long-term objectives to:

- Continue to build on our roots and commitment to being an artists' resource, making the Arts Org and our City a global cultural hub and destination.
- Expanding our national touring and adding an outreach component called 'Engage and Learn' to nurture tomorrow's talent.
- Enhancing our global reputation with new ways to share the Country's experience, including added traveling corps and possibly simulcasting performances.

Much of this plan will be supported by increasing our dialogue with supporters, patrons, and those plugged into our culture in other countries - primarily the U.S., U.K., and Australia.

Tom will be in New York City on April 27-28, visiting with people to discuss Arts Org's plans. I've asked Tom (cc'd here) to follow-up with you by phone to see if a meeting could be arranged. I know Tom is planning several return trips to New York as well.

Thank you in advance for your time. Your input in helping us shape a U.S. component to our strategy would be valuable and appreciated.