

ForImpact

Context/Background: Follow-up to high-level meeting with major prospect / board member at a Theatre Org. Got a commitment for Impact Circle (€10,000), buy-in to plan and help with new prospects, permission to talk about a project (€300,000+) and mended one part of relationship (from a dropped ball on a previous campaign). Delivered via email.

Dear Ms. Smith:

Thank you for squeezing in time to visit us on Thursday. I know you will be traveling again for a while, so here is a summary of notes for follow-up:

- During our visit we discussed the US strategy to connect individuals -- primarily in the New York Area. I've attached the list of names for your review. We would love your help in making 2-3 connections/introductions in the states.
- One action we discussed was an **email intro to Paul K.** I've also attached a letter John uses to introduce Tom Suddes and Nick Fellers in the states. If you could send an email intro, I can follow-up from there. We plan to be in New York again the week of 19 July.
- **Thank you for your commitment to join as a Founding Member of the Impact Circle (€10,000).** The *Impact Circle* is an annual membership that creates an inner circle of funders. The Impact Circle funds will be used to fund three priorities each year: (1) Playwright development (2) The Theatre Players (actors) and (3) Artistic Director Special Projects.

We are in the midst of creating materials about this program. Joe S. will share those as they become available.

The Impact Circle will be a cornerstone of the Theatre's engagement and funding strategy. For each 50 members the IS has an equivalent impact to €10M in endowment.

I've attached an Impact Circle Commitment letter for you to complete and return to us.

- The Theatre also has some near-term projects that will need champion and funding support in 2010. We discussed this at a high level only, in the short time we had. When we **reconnect after 20 August**, we would like to dive deeper into the women playwrights program. It would be great also to have John or Aideen speak more to this opportunity.

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Other notes from our meeting (for the record):

- Discussed the Theatre's annual funding gap. After State Funding and box office sales this is around 17%. The near-term objective is to build a development operation, focused first in Ireland and America, to fund the gap and to fund special projects.
- 'The Theatre 100'. John is launching an effort to reach out to those who supported the Theatre 5-6 years ago with significant gifts. Another colleague, Georgina, has connected with John about this as well. When you return from your next trip, you should have a letter from John that says thank you and announces our plan to get this acknowledgment correct.
 - *Note: at some point we may ask you to review the list of those we're acknowledging. We're not sure we have everyone.

Thank you again for your time and commitment to the Theatre. It was great to meet you.

Nick Fellers