

ForImpact

Memo for the Record

Organization: Theatre Org.

R.M.: Rowena McDeary

Prospect: Maya D.

Other Attendees: Nick

July 10, 2010 @ Maya's Office

Background: High-level board member and entrepreneur. First visit. Past funder. Goals were to predispose to project, get permission to proceed to talk about funding a project, get a commitment and help with other prospects.

Discovery/Personal: had 24 minutes with Maya.

- She's only been on the Board for three Board Meetings.
- Was asked to join the Board by David (Connector).
- Has known John (ED) from a previous life. Knew John's father.

Notes from Flow of Visit:

- We talked to her about the Theatre Project. ***"A lot of people give a lot of significant money. I think if we can get back to each of them, there's an opportunity for a whole lot more."*** To that end, we shared our Theatre Project 2010 Plan.
- BIG KEY: "Audience". We assured her this was John's big word. We also got to talking about percentages; it really helped that we knew these. We have 17% gap. 65% of our seats are filled. She thought it was great that we could basically fill at 65% and have 80% of our revenue covered, I shared with her that one message opportunity is to simply add 17% to any program area for funding.
- We asked about three types of project support:
 - When we sat down, we told Maya that we'd love to go over our plan, engage her as a Board Member, and also begin to talk about how she could help with a project.
 - Stated going into the Ask that we would like to be able to find a particular program for her to champion.
 - The Ask: Asked her if we could come back when we had more time to talk about a specific project to support. We also asked her to be a Founding Member of Impact Society. (She committed to IS and finding a project to

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support.)

- Offered to help us with New York contacts. Gave her the list. We didn't have much time to go over it. Pulled out Paul K's name. Also talked about "the COMPANY guy, not Don Q". She was talking about **Ian F.** He's supposed to be the Irish leader following Don Q. If we get a letter of introduction to Maya, she will send an email introduction to some people for us.
- Also mentioned a banker friend of Loretta's. She was surprised she wasn't on the list.
- Asked us about our connection to the Actors Org. It was great because Rowena was able to talk about the decision to work with them but also maintain the separate brand. Maya was very pleased by everything we had. The detail. The ability to talk high level. It was a very professional and fast-moving conversation.
- Commitment. Agreed to Impact Circle: €10,300. Also agreed to support a project. We just need to have a fall conversation about how this would look. Simply not enough time to get into the details on this visit.

Action/Follow-Up Required:

- Nick to write a follow-up note and confirmation letter for Impact Circle, and lay out the next steps to talk about a program. Would suggest that we go back and ask her to champion the Women's Program at €600,000, with her making €150,000 commitment.
- Also need to put together some sort of Chairman's thank you letter that we could send out under Chairman's name to each person that signs up to the Impact Circle.
- Need to also send Maya Theatre Project 2005 Letter. When we talked about Project 2005, she noted that Maurice C. [previous investor] has more money than God.
- Maya out of town again through August 20th. Back in town for one month and then gone from September 11th to December 11th taking a cooking class. We need to get John and Rowena with Maya as soon as we can after August 20th to pitch her on program.