

Dear XXX,

It's been an incredible year for the A.O. Movement Collective, **and we couldn't have done it without you!**

Since our creation in 2006 you've supported us by coming to our shows, checking out our web videos, and encouraging our excitement and drive. Additionally, since XXXX you've been a member of a special group of individuals who, through their donations, allow us to work harder, explore deeper, and invest in a constant state and growth.

It's hard for me to express just how much your continued support means to us as a community. You are the ones that propel us forward, that make what we do possible. Not only does your generosity provide us with the funding to cover costs such as studio rental, lighting, costumes, insurance, and advertising, but it gives me the ability to support seven incredible individuals – Lillie DeArmon, Cristina Jasen, Cory Antiel, Jon Cooper, Ilona Bito, Larissa Sheldon, and Rowan Magee – whose dedication to this company is only matched by their incredible talent, wit, and distinctiveness as performers and collaborators.

The AOMC has truly come into it's own as a company, transitioning from a group of young artists into a distinct artistic voice. It's clear that we're not your average company – while we create and perform original work, we're also interested in looking at important issues within the dance community like finding sustainable options for long-term growth. We are a family, a think-tank, dancemakers, community leaders, ever-evolving mind-bodies, technology developers, and catalysts: **movers and shakers in every sense.**

We've been working on our newest piece, *90 ways to Wake from drowning*, since September of 2008 and have since shown excerpts from it in venues all over New York and toured it to DC. We have 2 more showings scheduled for the coming year as well as a tour to DC in February, a week-long residency at the LaGuardia Performing Arts Center in March, and preview performance in their incredible theater.

Additionally, **we've been chosen to present this work at Joyce SoHo**, a staple venue of the downtown performance scene, on July 30th and 31st! *Wake* is a love letter penned in the aesthetics of mess, set amidst a visual wonderland of car crashes and heavy slow dances, and we couldn't be more excited to share it with you! This is not only an incredible achievement and honor for the AOMC, as this will be our first solo show *and* our first evening length piece, but a chance for us to invest in our growth and visibility as an emerging company. While other companies suppose it better to "save money" by cutting corners at every chance, we understand that making investments in things like an incredible publicist, experienced collaborators, and a well-planned publicity campaign are vital steps to take as an expanding company.

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

An investment of this scale is a challenge to be sure, but it's one we're excited to meet. 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. You've been incredible in supporting us through the years, and we hope that you're as excited by our recent news and momentum as we are, because we've got even more great news:

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).

Please consider making an investment in the A.O. Movement Collective this season, as we prepare for our biggest, most exciting, most challenging season to date. 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. Happy Holidays, and thank you once again for being an integral part of our ever-growing family!

Sincerely,