

Dear XXX,

**I'd like to approach you about reconnecting with the A.O. Movement Collective!**

Though XXX is no longer dancing with us, we're still hard at work exploring, creating, and producing innovative new work. We understand that your main reason for donating to the company was to support XXX, but we're confident that you'd still be blown away by all that we're doing, and would love to call on you once again to support a company that's moving forward with clear momentum. Your donations not only helped us develop and craft our raw talent as young artists, but learn the skills necessary to mature as full-time creative professionals. We are so grateful for everything you've done, and hope you know how much of an impact you've had on our success!

Since our summer seasons in DC we've relocated to New York and transformed ourselves into a full-time company of 8, and have been using the past year to solidify and grow. We're certainly not your average company – we create and perform original work, but we're also interested in looking at important issues within the dance community like finding sustainable options for long-term growth in the arts. We are a family, a think-tank, dancemakers, community leaders, ever-evolving mind-bodies, technology developers, and catalysts: **movers and shakers in every sense.**

In the past year, **we've accomplished an incredible amount** – I was honored with Dance Theater Workshop's Van Lier Fellowship, and we started making a new work that we've since shown excerpts of in venues all over New York and toured to DC. We've created web videos and blog posts showcasing our work for our out of town audiences, gaining an active audience of over a hundred weekly viewers on our blog, and we've applied for residencies, showings, performances, and grants with steadily successful results.

Recently, we were selected to present a **two-night season at Joyce SoHo** – an incredible achievement and honor for any company, especially one as young as the AOMC! We are extremely excited to present our new work, *90 ways to Wake from drowning*, this July 30<sup>th</sup> and 31<sup>st</sup> in a performance that will be **the AOMC's first evening length show!** Set amidst a visual wonderland of car crashes and heavy slow dances, this piece is a love letter penned in the aesthetics of mess, and we couldn't be more excited to share it with you.

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

A challenge to be sure, but we're excited to meet it. This money not only pays for our rehearsal space, performance venue, and costs such as insurance and costumes, but ensures that our hard work as creators is supported and sustained. 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.

We understand that this ask comes at a hard economic time, but please know that whether you can donate \$10 or \$1,000, 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. Additionally, please know that you'll be re-joining a family of donors and supporters who continue to be excited by our amazing work ethic and the art that we produce. 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:

In fact, one of our long-time donors was so excited by our Joyce SoHo news that they've generously offered to **match every donation until we hit \$2,000!**

We're blown away by their kindness 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).

Regardless of your donation, we'd love for you to see what we've been up to and where we're going by coming to a show, following our blog, or checking out our website at [www.theAOMC.org](http://www.theAOMC.org). We're gaining momentum and creating amazing new things, and we'd love to have you along with us for the adventure!

Sincerely,