

Ford's Theatre Society – Bicentennial Campaign DM Letter – Straight version
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OE Teaser Options:

Your *Charter Member* Invitation is enclosed – Please respond today!

Open Immediately: Your *Abraham Lincoln Bicentennial Campaign*
Charter Member Information Kit

Letter Copy:

“...let us strive on to finish the work we are in, to bind up the nation's wounds, to care for him who shall have borne the battle and for his widow and for his orphan...” - Abraham Lincoln

Dear Friend of Ford's Theatre,

Do you think Lincoln himself would have imagined the words of his second inaugural address in 1865 would still ring so true in 2008?

Nearly a century and a half has passed and still the wisdom of our 16th President resonates – as a nation we have the welfare of future generations entrusted to us...and there are still wounds to heal and work to be done.

Until now, Ford's Theatre has been a prominent and beloved home to some of our country's finest theatre and a symbolic reminder of one of our country's deepest moments of mourning.

Today, I'm writing to invite you to join us in embracing an exciting new era at Ford's Theatre and to be among the first Americans to experience the living legacy of Abraham Lincoln as never before made public.

Ford's Theatre will now celebrate the legacy of Abraham Lincoln through the theatre he so loved *and* through innovative and interactive educational programs, exhibits and displays.

Here's how...

Not since the theatre reopened over 100 years after Lincoln's assassination has there been such an ambitious undertaking as the \$40 million dollar *Abraham Lincoln Bicentennial Campaign* I'll be telling you about today.

This campaign will transform the entire Ford's Theatre area and result in the creation of a new "Tenth Street Campus" which will include:

- A new high-tech Arts and Education Center with interactive exhibits
- Expanded exhibits in the Theatre Museum, displaying thousands of long-hidden artifacts
- Upgraded Theatre technology including lighting, sound, heating and cooling systems
- Major audience amenity improvements to the Theatre, including improved seating, a new lobby and gift shop

Of course, all of these significant changes will require funding to see them through to completion. I'm happy to tell you that we've been fortunate to have received major support from corporate sponsors and foundations.

Though their gifts have been quite generous, alone they are not enough. And, quite frankly...like no other before or since, Lincoln was a President for all of the people – for all time.

It is the right of every American to play a role in preserving his legacy and sharing his values with future generations.

I'm urging you today to seize that right, step forward and join your fellow Americans in pledging to preserve, protect and celebrate the values Lincoln exemplified as one of our nation's most pivotal leaders.

Every gift – no matter the size - makes a difference!

Your contribution of \$35, \$75 \$150, \$250 or as much as \$500 to the *Abraham Lincoln Bicentennial Campaign* will help us touch the lives of Americans of all ages. Most importantly, your gift will help us reach out to today's youth in a way they will understand and relate to as never before.

Our young people need to hear and absorb the wisdom and values Lincoln stood for all his life. How he cherished humanity and scholarship, his dedication to equality and upholding the Declaration of Independence we cannot fail to hand down to our children and grandchildren. Our country will soon be in their hands and it is up to us to arm them with the wisdom of our forefathers.

The new Tenth Street Campus, only blocks from the White House and visited by nearly one million people annually, will provide an unmatched visitor experience beginning in a few short months.

As you may know, Ford's Theatre has been closed since October 2007 to begin the renovation. We are looking forward to the grand reopening season in the Fall of 2008. All of the new changes and initiatives will be in place in time for the Bicentennial Commemoration of Lincoln's birth in February 2009.

Through the *Bicentennial Campaign*, Lincoln's legacy will soon reach far beyond the boundaries of our capital city. Educators, students, families and life-long learners will be able to share in the celebration of his life via the upgraded technology of the Ford's Theatre website, www.FordsTheatre.org.

As you read my letter, students are already taking "virtual tours" of Ford's Theatre: the box where Lincoln was seated on that fateful night; viewing close-up artifacts from the manhunt for his assassin; and learning details about daily American life during Lincoln's Presidency.

The *Bicentennial Campaign* will truly create a living memorial to Lincoln. In the Center for Education and Leadership, visitors will walk the streets of Washington as it was when Americans heard the dreadful news on the morning of April 15, 1865.

They will look over his shoulder to read dispatches from the fronts of the Civil War. And, they will learn how Lincoln's plan to rebuild a devastated America, already in place before he died, so greatly affects the way we live today.

There may never be an opportunity as important as this one for individual Americans to be stewards of our national heritage.

Please give careful consideration to the leadership role you want to play in preserving Lincoln's legacy. I've enclosed a pledge form with my letter for your thoughtful review.

By sending a contribution to the *Abraham Lincoln Bicentennial Campaign*, you will be eligible to receive benefits exclusively available to *Campaign* donors such as *Charter Member* keepsake gifts, behind the scenes tours, invitations to select Grand Opening Events, special recognition and members-only discounts.

More importantly, there are generations of future visitors who will appreciate your leadership in preserving Lincoln's legacy today.

Your support of this historic campaign shows that you care deeply about preserving the values President Lincoln cherished and sharing them with our youth.

Today, my friend, you have the opportunity to play a critical role in preserving a fragile time in history when one man truly made a difference. Please don't pass it up.

Sincerely,

Paul Tetreault
Producing Director

P.S. Our children "live what they learn"...Give them the finest role models to emulate and our future will be secure in their hands. Please return your *Charter Member* enrollment gift in the enclosed envelope today.

Reply Copy:

LOGO: FORD'S THEATRE SOCIETY – The Abraham Lincoln Bicentennial Campaign

(Personalized), will you accept this opportunity to be a steward of our American heritage?

_ Yes, Paul! I want to share in the preservation of President Abraham Lincoln's legacy. I am sending a contribution today to ensure that visitors to the Ford's Theatre Tenth Street Campus - now and far into the future - will come to know and cherish his life, the values he upheld and the exemplary leadership of our 16th President.

Please accept my gift to support the *Abraham Lincoln Bicentennial Campaign* and enroll me in the corresponding membership I've selected below:

_ **\$35 Friends of Lincoln** will receive:

- ⌚ An annual Ford's Theatre Society Calendar, featuring insider's tidbits on the life and legacy of Lincoln;
- ⌚ A complimentary subscription to the Society's e-newsletter;
- ⌚ A *Charter Member* keepsake, such as a cloisonné pin (lapel pin?) or frameable certificate featuring a rarely seen image of Lincoln
- ⌚ A 10% discount on all online purchases on the Ford's Theatre website;
- ⌚ A Member's Only log-in for the website, providing insider's information about the theatre and updates on the renovations.

_ **\$75 Legacy Guardian** will receive all the benefits of the Friends group, above, plus:

- ⌚ A 15% discount on all online purchases on the Ford's Theatre website (in place of the 10%)
- ⌚ Members-Only Ticket Priorities
 - o tickets available before public sale
 - o a 20% discount on the first two tickets purchased;
- ⌚ An invitation to at least one select Member's Only event annually

_ **\$150 Emancipation Honor Society** members will receive all the benefits afforded at the lower levels, above, plus:

- ⌚ An invitation to the Grand Opening Preview of Ford's Theatre in 2009

- ⌚ A 20% discount on all online purchases on the Ford's Theatre website (in place of the 15%)
- ⌚ A *Charter Member* Commemorative coin
- ⌚ Two tickets to a behind the scenes tour of Ford's Theatre, at a mutually agreeable date
- ⌚ An annual invitation to at least one select Donor's event

_ **\$250 Presidential Partner** will receive all the benefits afforded at the lower levels, plus:

- ⌚ An invitation to a Dress Rehearsal at the theatre
- ⌚ An invitation to the Gala Celebration Grand Opening Event in 2009
- ⌚ Recognition in the Playbill and Ford's Theatre website for a period of one year
- ⌚ A 25% discount on two regular-priced tickets during the first two weeks of a production

_ **\$500 Legacy Leaders** will receive all the benefits afforded at the lower levels, plus:

- ⌚ Limited Edition crystal paperweight of Ford's Theatre
- ⌚ Members-Only Ticket Priorities
- ⌚ Preferred member seating
- ⌚ A 50% discount on parking in the garage adjacent to Ford's Theatre, as available

_ **Other \$**_____

_ My check made payable to Ford's Theatre Society is enclosed. (See reverse for credit card options.)