March 24, 2017

Dear [addressee here],

My name is [name here], and I am in the [grade here] and attend [school here]. I am also a dancer at The School of Oregon Ballet Theatre (SOBT) in [level here]. In his book *Outliers,* author Malcolm Gladwell suggests that it takes 10,000 hours of practice to achieve true mastery of any skill. My 10,000 hours begins with a class at SOBT.

SOBT is the official training ground for OBT and for the incredible, world-class productions you have come to know and love. I joined SOBT in [year joined] and love it because [why you love SOBT here].

This spring, I ask that you to join me in honoring and supporting the heart, dedication, and inspiring young talent that we see every day, and at every level, in our studios with a donation. SOBT’s goal is to raise **$10,000 by April 23** and **my personal goal is to raise $100 toward that goal.** I hope you will consider a gift of **$10** toward my goal today, and there are three ways to give: 1) You can send your donation directly to me—*checks should be made to OBT* 2) send directly to OBT at the address at the bottom of this page (Attn: SOBT Spring Fundraiser) 3) give online at [www.obt.org/donate](http://www.obt.org/donate). Please note my name and level if you send a check or, if you give online, please enter my name and level in the section titled “This donation is in honor of.” And, please let me know if you send a check directly to OBT or give online because I will need to record your contact information and your gift toward my goal.

SOBT is proud to:

* **Serve over 700 students, in two locations, from all over** the Portland area, 26 states, and as far away as Canada, Brazil, and India!
* **Offer a high quality dance education at every level,** from Pre-Ballet to our junior company, OBT2
* **Provide devoted, professional instructors**
* **Offer live musical accompaniment** for the vast majority of our classes
* **Provide over $80,000** **in need- and merit-based scholarships** this season

**Your gift supports me and my friends, the next generation of dance artists in our midst, and provides access for children of all backgrounds** – through scholarships, community outreach, and professional development. Alumni of SOBT have gone on to dance at nearly every major company in the U.S., including OBT.

I would also like to invite you to see me and my friends perform and the impact of your donation at the SOBT Annual Performance.

**When:** Saturday, April 22 and Sunday, April 23

**Where:** Newmark Theatre

 1111 SW Broadway, Portland, OR

**Time:** 1PM

**Tickets:** [www.obt.org](http://www.obt.org)

The future of ballet is bright in Portland, thanks to the generous support of people like you. Thank you for making your gift today and helping me, OBT, and SOBT to thrive!

Sincerely,

[name here]