



## PROJECT UPDATE May 2020:

**#win** PS..... got my first reply to my revised major donor letter, thanks to help from **Lea Ann Peterson** and challenges from Sean.... I sent out 13 of these letters, most of which had been preceded by an email ask for a call (no replies, not a history w/any of them of me just phoning them at home/cell), and followed up w/another email attaching the letter I'd sent via post.

I had to moderate between my original letter shared here, and the rewrite/**Sean Triner** -Moceanic template. There was just too much difference between our voice and these suggestions.

**BUT..... I used Lea Ann's and the template to really rework the letter.... AND..... this first reply came back with a \$25,000 gift!!!!**

YES, I am creating MORE of these letters to include in our spring newsletter going to print by end of week. THANK YOU **Lea Ann** and **Sean** !!!!

April 20, 2020

## **RAW Art Works C19 Crisis Appeal Rewrite**

NEW VERSION WRITTEN BY: Lea Ann Peterson

The Problem stated by Kit Jenkins:

Here is an appeal I am doing, its very "homemade," I'm doing it as a bit of a test.

We'll be doing a larger scale mailing soon. This batch is for donors who have given in the \$5-10K range in the past, but who have not replied to a personal ask sent via email.



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Please be candid! Usually we spend lots of time getting these "just right." Not now.... just getting it out (so that I can take a week off!).

BTW our logo goes in the lower left corner. AND I am asking staff for a better-lit kid photo. THANKS in advance for any feedback.

New Version of C19 RAW Crisis Appeal by Lea Ann Peterson:

Johnson Box:

**RAW BASH  
CANCELLED**

**Support arts education during the crisis!  
Donate today!**

Hi Roger,

I hope you and William and all your loved ones are staying well during this stressful time.

As you may have heard, RAW was forced to cancel the Art Works BASH gala this year—so your support right now is even more impactful.

Thanks to generous sponsors like you, this event usually brings in \$XXXX every year. Please consider sending a special gift today to help RAW bridge this urgent funding gap.

Your support of art programs right now is vital to the health and well-being of our community... and our kids.



As you know, Lynn is a tough place to grow up for kids... their lives are challenging in “normal times.” The pandemic has hit this small community hard. Lynn has become one of Massachusetts's "hot spots". Families who've struggled in the past are now fearful and suffering on many fronts.

They're either on the front lines serving the community as "essential workers"... or face losing their jobs completely.

As this uncertainty goes on, kids like Alex (you'll meet him in a minute) are losing hope... but it's even worse than that.

Alex, and all his friends, are losing their sense of community. Right now, even doing something fun with friends could be deadly.

Roger, you know how important it is to feel connected to others. Especially in dangerous times like these.

Kids aren't meant to be isolated. They need to know you care.

You can help Alex stay connected! Through RAW's art programs, you can be a positive force kids like Alex can count on.

Here's what your generous support of art education means to kids right now...

See Alex in the picture on the right? Two weeks ago, you sent him the first piece of personal mail he'd ever received... an "Art Care Package" designed by Bruce, one of RAW's teaching artists.



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When Bruce called to check in with Alex and his mom, she shared that Alex had gotten 'a little teary.'

Think about that...

Can you imagine how Alex must have felt getting art supplies as his first delivery... ever?

You made that happen! Your support during this crisis means our art therapists can stay in touch with our kids. We can ask them "what's really going on?" and provide creative means to help them tell their stories.

Thanks to you, Alex can share his art projects with friends on Zoom. So far, he's ploughed through his care package with zeal. Some of his favorites were crafting puppets out of paper and making books out of cereal boxes!

You'll agree, it is amazing what good comes from tiny bits of paper, string, glue and a child's imagination...

Roger, your support and belief in the healing power of art makes a positive difference for kids like Alex. They need you now more than ever.

I hope you will consider a contribution through these tough times. We'll have no gala (the BASH) this year—so your support is ever more impactful. And again, THANK YOU for your past generosity.

Most sincerely,

Kit Jenkins, Executive Director



P.S. Please consider sending a special gift today to help kids like Alex tell their stories through art. You can bring a smile to a child's face - and give them something fun to do - even as we all wait to see “what’s next?” and “when will this end?”.

Simply fill out the reply card and mail it back today. Or, you can give securely online at <LINK>.

Original – RAW Art Works C19 Crisis Appeal on following page →

April 20, 2020

Hi Roger,

I hope that you and William, and those about whom you love and care, are staying well these days.

You have made impact in the lives of our kids before. Their lives are indeed challenging in "normal times" here in Lynn. It's a tough place to grow up, and the community that you have helped at RAW has been one of the forces that buoys kids through the challenges. The kids and families who have struggled in the past are now fearful and suffering on many fronts, as Lynn becomes one of the state's "hot spots."

There is a curfew enforced from 9 to 6, many kids have parents who are either "essential workers," mostly service workers, or now facing job insecurity at best. It is so much harder now for these kids to keep hope up. To feel connected to others. But RAW is reaching kids despite pervasive disruption.

When Alex (right) received his "art care package" from Bruce (left) two weeks ago, his parent told Bruce in a check-in call that he was teary. He'd never received a piece of personal mail.

You have supported our art therapists and teaching artists in the past to ask these kids "what's really going on?" and provide creative means to help them tell their stories.

Now, Alex is showing his art to his weekly RAW group via Zoom as he furiously ploughs through the pages in the packages coming through the mail, transforms sheets of papers into puppets, and recycled cereal boxes into books, with the help of the tutorials being sent on-line to hundreds of our kids—and now even distributed electronically through Lynn Public Schools. For Alex and his mom, the art, the call from Bruce, the Zoom check-in, all bring some brightness to the day, a smile to his face,



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something to accomplish while we all wait to see "what's next?" and "when will this end?".

I hope that you will consider a contribution through these tough times. We'll have no gala (the BASH) this year—so your support is ever more impactful. And again, THANK YOU for your past generosity.

Most sincerely,

Kit Jenkins, Executive Director