

Hello Louisville Ballet School Family!

I am Austin Desjardins and on behalf of the Louisville Ballet Development Team, I want to thank you for participating in our Peer-to-Peer Campaign. I joined the Ballet because I saw how LB is actively working to improve access to the arts. This access doesn't start on our main stage, in fact, it starts in the studios at Louisville Ballet School. Recognizing our responsibility to our community, LBS and LB's Development team are working together to launch this brand new Peer-to-Peer campaign.

We are 300 families strong as we wrap up our 25th year at Louisville Ballet School and wrap up our 70th year at Louisville Ballet. It is your commitment to the art, skill, and technique of ballet that joins us all together and it is YOU that makes our school possible every day.

Louisville Ballet School (LBS) would also not be as successful without our contributors that make our LBS Scholarship Program, Summer Intensive Scholarship and Robert Curran Scholarship Fund possible. Contributions to our scholarship programs are an important fabric of our mission to be accessible and to continue to grow LBS to better represent the community we live, work and learn in.

The Who, What, Why, When, and Where:

WHO AND WHAT?

LBS is hosting a Peer-to-peer Campaign leading up to our annual Spring Dance Festival. We request that every family raise \$100 from your personal network, family, friends, colleagues and neighbors, to support the scholarship fund at LBS by May 13th. If all 300 of our families participate in this project, we have the potential to raise \$30,000.

How it works- to successfully raise funds for our scholarships we ask that each family ask at least 10 contacts for a \$10 donation to your personal campaign page. Campaign pages will be discussed in the next section.

WHERE?

CauseVox is a digital fundraising platform that enables fundraisers and marketers in the nonprofit industry to collect online and offline donations. Donation forms or campaign pages can easily be created and embedded into any web page or turned into a pop-up donation button

LBS will be utilizing the campaign pages feature of CauseVox. Each family is being asked to create a personal campaign page that they can share with their networks for easy, online donation. These pages are customizable but already equipped with a baseline message you are welcome to use. For more information on creating an account please see document "2. How to use CauseVox" in your welcome packet.

WHEN?

April 4th - May 6th (13th)- Announcing Total at Spring Dance Festival

WHY?

LBS Families have historically made a difference in the lives of those who love dance. As a family, we support ALL dancers regardless of their circumstances. This strong culture of philanthropy is why we know the LBS family will step up to support dancers, like you.

LB's Development team is working with LBS Director and Principal to fundraise for the LBS Scholarship Fund and continue a culture of philanthropy. As the region's arts and education leader, we are responsible for providing access for all those who desire to dance.

STATS:

- 39% of donors are more likely to give if asked by a Family Member or friend
- 33% of Nonprofits do this style of fundraising in some capacity
 - CFL- Give for Good- Local
 - GSA- I Gave GSA- Local
- \$391- average giving per personalized fundraising pages