



CREATE & RAISE WITH US

REACH OUT TO FRIENDS,
FAMILY & COLLEAGUES

the UNUSUAL SUSPECTS

VIRTUALLY UNUSUAL CREATE-A-THON

*Learn what to write when sharing about your
participation in the Create-A-Thon*



REACH OUT

TO FRIENDS, FAMILY & COLLEAGUES

SAMPLE OUTREACH LETTER

"Dear Friend,

I am writing to you as a proud supporter of The Unusual Suspects Theatre Company (US), a Los Angeles based, theatre-arts driven 501c3 nonprofit organization on the front lines of social justice.

I **[or "we are" if a team]** am so excited to be participating in their inaugural Virtually UnUSual Create-A-Thon Fundraiser as they attempt to raise \$275,000 for their vital work! I'm getting creative in order to raise funds to fuel their mission to mentor, educate, and enrich underserved youth through the creation of collaborative, original theatre. For nearly 30 years, their award-winning, participant-driven theatre-arts programs, centered around storytelling through the page and stage, have empowered underserved youth and families in Los Angeles with lifelong skills, going beyond the reach of a typical arts education workshop to provide vulnerable participants with the hope and confidence to overcome their difficult surroundings and develop a strong sense of agency over their own lives.

I will **be [INSERT YOUR CREATIVE GOAL HERE, WHETHER IT'S WRITING SOMETHING ORIGINAL, DRAWING SOMETHING OR PERFORMING]** to raise money to cover the cost of these worthwhile programs that serve over 1,600 underserved individuals annually — including underperforming students, students with special needs, foster youth, struggling parents, English Language Learners, adolescents suffering from PTSD, and incarcerated minors. Los Angeles is home to some of the highest rates of youth incarceration, high-school dropout, teen pregnancy, and gang violence in the nation. A major tenet of US's model is to meet youth where they are – as such, they maintain a presence in areas with high youth crime/incarceration rates, and offer programs on site at under-resourced schools, community centers, and juvenile detention facilities. In conjunction with county and state approved curriculum custom-developed in-house, US teaches youth to write, direct, and perform their stories, uncensored and in their own voices. The outcomes for participants are lasting and life-changing, including fostering academic, social, and emotional growth, all through the theatre stage.

in honor of **[xxx (name) or because xxx (your personal connection to the mission, such as 'because I believe in the power of the arts to heal which is vital to our underserved youth at this time')]**, I would be so grateful if you would click the link below to make a TAX-DEDUCTIBLE DONATION to help me meet my personal fundraising goal of \$2,000 - - and stay tuned as I share my progress towards my **[CREATIVE]** goal!

Please join me in making YOUR gift TODAY at **[YourPersonalURL]**.

I know there are many worthy causes to donate your money too, but I'm asking that you contribute to this because of the difference it makes in the lives of disadvantaged youth and families in LA. On March 16, US transitioned to remote operations in the midst of the global COVID-19 crisis. The full severity of impacts from the pandemic will remain unknown for some time, but like everyone, US is also feeling the effects. Part of the transition included cancelling their Annual Gala, which is their primary source for program funding. Yet, US immediately responded swiftly to the rising needs of LA's isolated youth. In the past few months, they have successfully developed and launched distance learning alternatives to virtually deliver exceptional theatre-arts education and vital mentoring to marginalized Los Angelinos— and with it, the tenacity to transcend hardship. This year alone, they will have already served close to 500 individuals, offering over 110 remote workshop sessions, including virtual performances, and participants have benefited greatly.

View a video [HERE](#) that showcases their work during the pandemic.

Together, we can make an impact. In the past 27 years, US has served 10,300 disadvantaged Los Angelinos at over 47 sites, creating over 110 original plays, presenting over 200 public performances to over 22,000 audience members. With your generosity, US can maintain the high quality of their programs — virtually or in person, fortify organizational infrastructure, and continue setting the stage for future growth.

Please take a moment to make a TAX-DEDUCTIBLE DONATION right now!

Select a Gift Level or make a custom donation of your choice:

\$2000 approximately covers the cost of providing US's flagship theatre arts programming to 1 student helping them with academic, social and emotional growth, and you will receive :

- US swag
- The opportunity for Melissa Peterman to host the zoom session of your choice
- Receive opportunity to zoom with US students
- Be thanked on social media, in campaign highlight videos and in final DONATE e-book of content

\$1000 helps fund each Theatre and Culture Access Outing to cover pre & post workshop expenses for underserved youth and families providing them critical exposure to professional theatre and culture, and you will receive:

- US swag
- 5 complimentary raffle entries
- Be thanked on social media, in campaign highlight videos and in final DONATE e-book of content

\$500 funds approximately one hour of an Alumni Program workshop session connecting opportunity youth to postsecondary opportunities and continued mentorship, and you will receive:

- US swag
- 2 complimentary raffle entries
- Be thanked on social media, in weekly campaign highlight video and in final DONATE e-book of content

\$250 covers a portion of the cost of supplies for US's youth such as printing & distribution of scripts, community service certificates, food and more, and you will receive:

- 2 complimentary raffle entries
- Be thanked on social media

\$100 helps pay for the cost of our highly skilled teaching artists that guide and mentor US's youth

- \$ 50 goes towards providing youth the tools for a professional performance
- \$ 25 assists with technical costs for US's virtual programming

Thanks so much for taking the time to read this and for donating generously! Remember, no donation is too small or too large. Every little bit gives a child or parent in need the chance to participate in US's programs.

With endless gratitude,

[Your Name]

P.S. – Don't Forget! You can make your gift at [\[YourPersonalURL\]](#) and help us reach our goal to raise \$2000 **[or other goal]** for The Unusual Suspects!

For a video highlighting how their after-school program has positively impacted one special participant, Roberto's life, click [HERE](#)

Click [HERE](#) to view their 2018 Annual Report"

SAMPLE SOCIAL MEDIA POST

“

I'm committed to the arts and that's why I'm participating in @The Unusual Suspects #UnUSualCreateAthon to continue providing vital theatre-arts education to underserved youth and families, including incarcerated youth. In support of The Unusual Suspects, will you help me reach my goal of raising \$2,000 to help fund their transformative theatre arts programming that empower participants with academic, and emotional growth and social skills – all through the theatre stage? To help reveal the healing power of the arts, I'm going to be ["writing a play" - insert creative goal here] and with every donation I receive, the more I will ["write and reveal what I've written" – relate this to what your creative goal is]! Donate today and read more at [insert your personal fundraising page].

”

THE UNUSUAL SUSPECTS SOCIAL MEDIA HANDLES/PAGES:

Facebook | facebook.com/theunusualsuspectstheatrecompany

Instagram | @ustheatreco

Twitter | @USTheatreCo

DON'T FORGET TO USE THE HASHTAG

#UNUSUALCREATEATHON