

# Lake Chelan Bach Fest

## *Music on the Vine*

### *From Bach to Pop*

Dear Bach Fest Supporter,

Rather than the typical fall newsletter that you expect to receive this time of year, we voted to write this fundraising letter to inform you of our on-going needs at Bach Fest. As we prepared to write this letter, we found many suggestions and tips on how to write a fund raising appeal. We decided, as a group of amateurs, to take their tips seriously. It is intimidating when we realize the importance of this appeal and the necessity of a response. So here are some of the tips given, and an explanation of why we hope applying these tips will be helpful to Bach Fest.

Tip # 1) Base your appeal on benefits, not needs.

This past season was memorable because of the heat, wind and fires. Yet you kept coming to the concerts and convinced us that you find Bach Fest worthwhile. So much of what we do is intangible. Do you remember listening to the quartet outside at a winery or an exceptional soloist at one of the noon concerts? These are intangible, but there are also tangibles. Statistics show that our attendance increased despite the weather's effort to derail the festival. We also tried something new this year and did not charge for the final concert which reduced the price of the season tickets. We weren't sure how that would work, but we still ended in the black. You made that change work.

Tip # 2) Ask for money, be explicit. Don't be shy or vague.

So, here it is, explicit and not vague! We need your money. Here is a summary of why. These figures were as of the end of September, 2014.

2014 Income: \$51,802.48

12 % of that is from ticket sales, and even less from grants. Advertising and sponsorship still provide the bulk of our income.

2014 Expenses: \$50,671.13.

If you are interested in a line item report we are happy to share that with you. Contact Kerry Travers or Bob Soost, co-presidents, if you have questions. You can reach them through our website at [www.bachfest.org](http://www.bachfest.org).

You can see that we do not have much margin for error. Every year as prices increase, the need for your help becomes more crucial.

*Tip # 3) Write as long a letter as you need to make your case.*

Some of you will read every word of this letter; others will only scan it. Whatever your approach, we want to give you enough information so that you will take us seriously. Bach Fest will be July 12 – 18, 2015. The music has already been selected and we are in the process of securing soloists. You can look forward to an upcoming fundraiser which will be highlighted in our spring newsletter. This fall we have offered two concerts for local music lovers. The first included winners of the Seattle Ladies Musical Club. It was inspiring to see these young adults playing with such skill. The second was a jazz concert presented by our co-president Bob Soost and his band. We know from your comments that you are enjoying the variety of options offered. You will also be happy to know that our experiment of not charging for the final Saturday night concert in the park was successful, and this will continue.

*Tip # 4) Write a package, not a letter.*

When we read this tip, we wondered, ‘what do they mean by that? Write a package?’ It means to add all kinds of fancy material, like a colorful brochure or a gift, to convince you of the great work being done. Such luxuries are not in our budget. However, we are including a return envelope for your convenience so that you can mail a tax-deductible check to us. We are not including a form suggesting how much to give. That is your choice. You know our need and your own ability to help meet it. You won’t receive a tote bag or coffee cup, but a tax deductible receipt you *will* receive as well as our deepest gratitude.

*Tip # 5) Give readers a reason to send money now.*

One of the most difficult parts of Bach Fest is the constant need for fundraising. We are a group of volunteers who find this very daunting. You can show your support for Bach Fest by sending us a gift by the end of 2014. We are already receiving bills for the upcoming year. As always, your gift is an income tax deduction, as we are a non-profit organization.

Thank you so much, in advance, for your gift. We want to wish you and your family a music-filled holiday.

Sincerely,

A collection of handwritten signatures in black ink, arranged in a roughly circular pattern. The signatures include: Terry Day, Henry Francis, Carl Komor, Betty Pettit, Rosemary Gandy, Jan Ellis, Kristina Nelson, Franca Rozas, Sherry Fisk, Karen Rich, Dane Johnson, and Jim Lloyd. There is also a signature that appears to be 'Bob Soost' at the top left.