



## 2021 End of Year Appeal Board Packet

*together we create*

### What We Can Do?

- Dust off those network maps and reach out to 6-10 people in your network introducing them to AMH. (*Email language is drafted below if that is helpful.*)
- Post on social media using the language below (*feel free to write your own, more personal post*) or by simply resharing a post from AMH.
- Use Amazon Smile if you shop at Amazon and be sure you choose Arts Mid-Hudson as your charity.

### Email Language

Dear NAME,

I hope this email finds you and your loved ones well and warm as we head into the holiday season.

As you may know, I am a proud member of the Board of Directors of Arts Mid-Hudson. Arts Mid-Hudson values the arts in the Mid-Hudson Valley and its ability to uplift, empower and engage. We honor diversity and celebrate creativity. We are committed to playing a central role in supporting and promoting all of the arts in the communities we serve.

This year has been filled with reminders that the arts are vital in connecting communities. When we come together, we can create a better future.

Today I am reaching out asking you to consider making a gift to ensure that Arts Mid-Hudson can continue to foster relationships between artists and organizations in our community, continue to provide resource development for young artists and emerging organizations, and provide advocacy and public awareness of the importance of the arts in the Hudson Valley.

I've been incredibly heartened by the resilience, ingenuity, and tenacity of Arts Mid-Hudson's small-but-mighty staff. This year, Arts Mid-Hudson hosted a variety of virtual and in-person programming, hosting artist talks, connecting community

members and artists with workshops and networking meetings, and investing in arts education with THRIVE: Making a Career in the Arts.

Our work is not possible without our community of supporters and artists who are true champions of our mission. Thank you for considering a special gift to Arts Mid-Hudson ***[Optional add: I am personally committed to matching every dollar raised by my network]***

Thank you again for your consideration. Please be well and I look forward to hearing from you. Wishing you and yours a joyful and peaceful holiday season.

Warmly,  
NAME

### **Social Media Language**

*Be sure to tag Arts Mid-Hudson in your posts!*

#### **#GivingTuesday (Facebook)**

I am a proud member of the Board of Directors of Arts Mid-Hudson. This [#GivingTuesday](#), please consider making a gift to ensure that AMH can continue making the arts accessible to all Hudson Valley communities.

[http://weblink.donorperfect.com/2020\\_Giving\\_Tuesday](http://weblink.donorperfect.com/2020_Giving_Tuesday) or share the facebook fundraiser

#### **#GivingTuesday (Instagram)**

I am a proud member of the Board of Directors of Arts Mid-Hudson. This [#GivingTuesday](#), please consider making a gift to ensure that AMH can continue making the arts accessible to all Hudson Valley communities. #artsmidhudson #togetherwecreate #artsmatters #hudsonvalley #holidays #giving

#### **#GivingTuesday (Twitter)**

This [#GivingTuesday](#), please consider making a gift to ensure that Arts Mid-Hudson can continue making the arts accessible to all Hudson Valley communities. #artsmidhudson #togetherwecreate

[http://weblink.donorperfect.com/2020\\_Giving\\_Tuesday](http://weblink.donorperfect.com/2020_Giving_Tuesday)

### **General Post (Facebook)**

As a proud member of the Board of Directors of Arts Mid-Hudson, I see everyday how vital the arts are in connecting communities. Our work is not possible without our community of supporters and artists. This holiday season, please consider making a gift to the arts.

<http://weblink.donorperfect.com/AMHDonation> or share the facebook fundraiser

### **General Post (Instagram)**

As a proud member of the Board of Directors of Arts Mid-Hudson, I see everyday how vital the arts are in connecting communities. Our work is not possible without our community of supporters and artists. This holiday season, please consider making a gift to the arts. <http://weblink.donorperfect.com/AMHDonation> #artsmidhudson #togetherwecreate #hudsonvalley #nonprofit #artsmatter #holidays #giving

### **General Post (Twitter)**

As a proud member of the Board of Directors of Arts Mid-Hudson, I see everyday how vital the arts are in connecting communities. Please make a gift today to a community of artists uplifting the Hudson Valley. #artsmidhudson #togetherwecreate

<http://weblink.donorperfect.com/AMHDonation>