

## AD2005 CAMPAIGN

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Dear Friend:

Ten years ago, I left a promising career as a management consultant to begin pursuing my dream of becoming a world-class opera singer. I have made steady progress, had success in a number of young artist programs, and begun securing professional operatic engagements. At this stage, I need to transition from apprentice artist to master performer; this transition is costly and I am writing to you to see if you can assist me during this transition period.

I developed a program, which I'm calling "Andrew's Destiny" or "AD2005", to make the transition, which at full cost would require approximately \$32,000 over and above what I can put toward the effort. I realize that \$32,000 is a significant sum to request, but I believe it is an artistic investment in someone who is dedicated and determined to have a career. The National Endowment for the Arts and state arts councils do not support individuals in this way; I must therefore call on support from other sources.

Success in this field has a great deal to do with being in the right place at the right time. I am entering the right time. What I need now are the means to be in the "right places". But why should you support me, and why now?

- The peak of the tenor voice is generally thought to fall between the ages of 35-55. I am 35 years old, and therefore at a critical juncture for a tenor in my profession.
- I made my professional stage debut, have a small number of future engagements already booked, and am beginning to develop a strong network of opera professionals.
- Rather than investing only in the potential of a singer in his/her early 20s, you are investing in talent and a work ethic that has already passed some proving ground.

In addition to income from singing, I have a private management consulting business; my wife Trish works full-time as an elementary school music teacher and does freelance publishing work on the side. Even though we both work more than full-time, after tending to the needs of our young family, there is only a small amount left to apply to the investment I need to make to undertake this professional leap. Trish and I hope, with an extremely frugal lifestyle and fiscal management, to contribute \$6,000 or over 15% to this endeavor, with the remaining \$32,000 to be raised. My goal is to raise the funds by year-end. At the close of the summer, I have received contributions for over 30% of the total amount to be raised. You can help me keep the momentum going.

Over the coming months, I will offer additional ways to support this effort, including "AD2005" merchandise, but initially I need donations. If you contribute \$500 or more will receive a copy of my most recent CD and an "AD2005" T-Shirt (together, a \$25 market value\*). If you and 60 others were to contribute \$500 each to this effort, I will reach my goal. Whether I am able to make the difficult transition from apprentice artist to master performer rests with God certainly, but you can also make a difference. Won't you consider contributing at this critical juncture?

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\*By law, the market value of goods received will be subtracted from your tax-deductible gift.

Because I am a sponsored artist with The Field\*\*, an artist support organization, you may make a **tax-deductible, online contribution** to me at [www.thefield.org/ctaa.htm](http://www.thefield.org/ctaa.htm). Just enter “Andrew Ranson” in the Artist’s Name field, enter the amount you’d like to contribute, click “Contribute” and follow the instructions to complete your credit card transaction.

If you prefer to contribute by check, and wish your gift to be **tax-exempt**, be sure to make it payable to “The Field” and designate “Andrew Ranson” in the memo field of the check. Use the enclosed Order Form (inside the tri-fold brochure) and mail your check to me in the enclosed envelope. Contributions made to me through The Field are **tax-deductible** to the extent allowed by law and also **eligible for matching gifts**. As required by law, The Field will provide the necessary documentation for gifts of \$250 or more.

Finally, if you know of anyone or any business that you believe might be interested in supporting this endeavor, please pass a copy of this material on to them. I am happy to meet with you personally at any time to discuss this project further. You may also telephone or email me at the address on this letter.

This is an exciting time for me and I look forward to taking this next professional step. I hope you’ll want to be part of it. I appreciate your taking the time to read this proposal, and I thank you in advance for your generosity.

Sincerely,

Andrew Ranson

All contributions made to “The Field” and earmarked for “Andrew Ranson” are **tax-deductible** to the extent allowed by law, and are also **eligible for matching gifts**. I pay a small annual membership fee to The Field; they in turn pass on 100% of the funds donated by check and 97% of the funds donated at [www.thefield.org/ctaa.htm](http://www.thefield.org/ctaa.htm). Gifts of \$500 or more will receive a \$25 thank you CD/T-shirt from me. If your organization has a matching gifts program, please return your completed matching gifts form along with your donation to Andrew Ranson, 1920 E. 4<sup>th</sup> Ave., Stillwater, OK 74074, and THANK YOU!!!

If you have questions, please call 203.912.0480 or email [andrewranson@yahoo.com](mailto:andrewranson@yahoo.com) and I will do my best to answer them.

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\*\* The Field is a not-for-profit, tax-exempt, 501(c)(3) organization serving the New York City performing arts community. Contributions made to The Field and earmarked for “Andrew Ranson” are tax deductible to the extent allowed by law. For more information about The Field contact: The Field, 161 6<sup>th</sup> Avenue, New York, NY 10013, (212)691-6969, fax: (212)255-2053, [www.thefield.org](http://www.thefield.org), e-mail: [info@thefield.org](mailto:info@thefield.org). A copy of The Field’s latest annual report may be obtained, upon request, from The Field or from the Office of the Attorney General, Charities Bureau, 120 Broadway, New York, NY 10271.