



Date

<Name>

<Address>

Dear Salutation:

2019 marks the 150<sup>th</sup> anniversary of Durham, our Sesquicentennial year. As the leadership of Discover Durham and the Museum of Durham History, we were asked by Mayor Schewel to serve as co-chairs of the overall convening committee for Durham 150 and look forward to an exciting year of activities as described in the attached document.

You have helped make Durham a national leader, a city of grit and spirit reborn as a dynamic creative center and a great place to live and work. Today, we're asking you to once again play a leadership role and help ensure the success of our anniversary year efforts by becoming a member of the Sesquicentennial Campaign Committee which will be co-chaired by Mayors Steve Schewel and Bill Bell.

The Sesquicentennial Campaign has a goal of \$825,000, toward which the City has provided a lead gift of \$225,000. To raise the remaining \$600,000, contributions are being sought from businesses, foundations and individuals with a vested interest in Durham's vitality.

We have retained the services of moss+ross, a Durham-based company that provides a full range of fundraising, strategic planning and executive search services to nonprofits. Susan Ross, co-founder and partner, along with Patrice Nelson, senior associate, have developed a campaign plan, a pyramid of giving options and have already begun conversations with donors. We need your help to make this a community-wide effort and to approach prospective donors who will respond because you ask.

The first meeting of the committee will take place Wednesday December 12<sup>th</sup> from 1-2:30pm in the conference room located on the 4<sup>th</sup> floor, room 466 of the new Durham County Administration Building, 201 E. Main Street, Durham, NC 27701. We will be respectful of your time and anticipate holding three or four meetings of the committee between December 2018 and July 2019 and email or phone communications during the interim periods.

As a member of the Campaign Committee, you are asked to:

- Help determine strategies to approach a group of preidentified prospective donors;
- Suggest additional potential supporters for the Campaign;
- Meet for orientation/training and for campaign strategy and progress reports;

- Make a personal or business gift within your capability that exemplifies your commitment to the success of the Campaign; and
- Solicit support from other individuals and businesses, often in partnership with another Campaign volunteer or staff member.

We're looking forward to your acceptance of this invitation and ask that you reply via email to [Durham150@mossandross.com](mailto:Durham150@mossandross.com) by November 30<sup>th</sup> with your response and your availability for the December 12<sup>th</sup> meeting. We'll also be glad to answer any questions you may have about serving on the Campaign team. Thank you for supporting Durham in this momentous year.

Sincerely,

Shelly Green  
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cc: Mayor Steve Schewel  
Bill Bell  
Susan Ross  
Patrice Nelson