Persuasive letter prompt

The primary industry for Falls Lake, a small community in upstate New York, is tourism. They are known for their lake vacations in the summer and skiing in the winter, and includes a strong arts/crafts and performance arts community which draws in much of the tourist dollars. However, the rural local school system is in a poor financial state. Due to funding cuts by the state and federal governments, the Falls Lake School has had to cut most after school activities and many of its arts programs. The Falls Lake Arts Council wants to renovate an empty building and turn it into an Arts Center for the local students. They need to raise a substantial amount of money to renovate, and build a financial foundation to continue to fund programs.

Write a persuasive letter, using whatever details needed, from the Falls Lake Arts Council to local businessmen and residents, which asks for donations to the cause.

Falls Lake Arts Council

231 Lake View Drive

Falls Lake, New York 12860

October 13, 2019

Nancy A Nelson

White Dog Pottery

61 Main Street

Falls Lake, New York 12860

Dear Ms. Nelson:

Over the course of the last five years, our Falls Lake Public School budget for extra-curricular activities has been slashed by a devastating 70%. As of this year, our community has lost all the music and performing arts programs, and our distinctive Art After School program.

Study after study in the last decade show a direct correlation in students between an arts education and their academic success. In 2004, the Johns Hopkins study *Neuroeducation: Learning Arts and the Brain* showed students in regular music training had better motor skills. The study also indicated students who participated in art programs displayed an increased attention span and detail orientation. Missouri Department of Education and the Missouri Alliance for Arts reported art education had “a significant effect on academic and social success.” Their students in art programs were more likely to graduate and less involved in disciplinary actions.

Our Falls Lake community knows better than most the value of all forms of art. Just drive down Lake View Drive on a summer day and see our streets bustling with locals and tourists shopping, eating and enjoying music or a play. Our arts and crafts shops have been featured in magazines and newspapers, and three months ago we were named “Best Arts Vacation” in upstate New York by the Travel Channel. Even in the winter months, we average 30% higher revenue than our neighboring communities. Just last year, Falls Lake Business Bureau found our town took in an astonishing 1.2 million dollars in revenue in the last three years. Art is essential and we must support continued education of our craft.

Several years ago, Lisa and Paul Martin, proprietors of the Lake View Art Gallery began the Art After School program for students aged 12 to 18 with working parents. The program quickly out grew their home so they partnered with the school to provide a space. Last year the program had 25-30 students participating. The budget cut will close Art After School. This means 25-30 children will now be in empty homes after school. In our small school that equals to 1/3 of our student population. Engaged students are better students. We need to restore an Arts program to Falls Lake.

Falls Lake Arts Council

The Falls Lake Arts Council has proposed a plan to purchase and renovate the Lake House Manor. The manor is a historic home sitting near the school and still within walking distance to downtown. The home has several large rooms ideal to house a music room, an arts and crafts area as well as space for writing and study. The Manor will become a central place in our community to teach the crafts that have sustained it. The owners have graciously offered the home for a below market value of $150,000. A renovation cost of $100,000 will replace the plumbing and electric, as well as installing counters, computers and furniture. We, also will set up a foundation to cover the costs of upkeep and materials so the center can serve and grow in the coming years. Falls Lake will not only be known as a mecca for tourism, we will also be the source of art for the future.

We have no doubt you see the value of the Center. Donations are needed to see this vison begin. The Martin family has already started the fund with $10,000. We are asking our community to help. Any amount from $100 to $500 will be gladly accepted. Donators of more than $100 will be honored with their name on a bronze plague in the front hall of the Lake House Manor.

Our fundraiser will end on December 31, 2019. Attached you will find a summary of the proposal costs and goals to review for deeper details. We are certain you will be as excited as we are by the Center. If you have any questions, concerns, or any other comments, please do not hesitate to contact The Falls Lake Arts Council at 518-494-2119, or fallslakeart@gmail.com. Thank you so very much for your time and assistance.

Sincerely,

Megan Cambridge

Megan Cambridge

Director

Enclosure: Summary of costs and plan

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