



2019 Capital Campaign “The 40th Anniversary Seat Campaign”

GOALS:

Overall Pledge Rate:
Average Gift:
Credit Card Rate:

CONTACT INFO:

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NOTES:

The 5th Avenue Theatre is one of America’s leading musical theater companies, giving the Pacific Northwest a front-row seat to original powerhouse productions that go on to light up marquees and audiences all the way to Broadway. From the page to the stage, The 5th Avenue Theatre brings passion and epic scale to every musical it creates. With big talent. Bigger-than-life productions. And did we mention dazzle? As a nonprofit theater company and the region’s largest performing arts employer, The 5th Avenue Theatre shares the joy of great musicals with people of all ages across the region and state.

Each year, The 5th Avenue Theatre reaches more than 75,000 young people through its nationally acclaimed education programs. Programs designed to develop new musicals ensure that the next generation of great musicals will be there to tell the stories that captivate tomorrow’s audiences. On the national stage, The 5th Avenue Theatre is a leading voice for the power of this American art form to lift the human spirit.

About The 40th Anniversary Seat Campaign:

The 5th Avenue Theatre is celebrating its 40th anniversary with the launch of a mini capital campaign that will help to preserve its historic theatre and improve audience comfort. This campaign will enable The 5th to replace the auditorium main floor seats, which, after 39 years, are threadbare and uncomfortable—described by patrons as “spartan.” Patron feedback confirms that the poor condition of The 5th Avenue Theatre’s seats undermines its ability to create extraordinary theatrical experiences.



Listed on the National Register of Historic Buildings and one of five theaters designated in Seattle's Downtown Historic Theatre District, The 5th Avenue's theater is a rare architectural and cultural gem. To fulfill its mission, The 5th is committed to preserving the historic and irreplaceable 5th Avenue Theatre as a cultural center for the region that draws residents and tourists into Seattle and King County.

Next summer The 5th will replace seats and carpets on the main floor of the theater. Seating is critical to the audience's comfort and enjoyment of The 5th's productions, as musicals typically last 2.5 to 3 hours. The seats in the theater were originally installed in the 1950s, then restored and reupholstered during the 1979-1980 renovation before the theater reopened. It has been 39 years—and over nine million patrons—since the seats were refurbished.

With funds generated through this mini capital campaign, The 5th will install 1,177 new seats on the main floor of the auditorium. The 5th is committed to preserving the look and feel of this historic theater while increasing the comfort of the seats. Additionally, this renovation also provides the opportunity for the 5th to enhance accessibility by increasing the number of wheelchair spaces and improving access routes to wheelchair spaces. The 5th is committed to accessibility for all.

The 5th plans to install new seats and carpets throughout the auditorium in two phases, beginning in 2020, with renovations taking place between seasons when the theater is dark to limit disruption to patrons. *IMPORTANT NOTE: for this campaign, you will only be focusing on Phase 1—replacing the main floor seating and carpeting.*

The entire renovation project will cost \$2 million. To date, the 5th has raised \$1.5 million toward the completion of this project through private foundation and government support. The 5th must now raise the remaining \$500,000 from its patrons.

Who you'll be calling and why:

You will be calling patrons of The 5th Avenue Theatre who have been subscribers for 5 years or more, with a focus on those who have seats on the floor, as these are the first seats that will be completed during Phase I of the renovation in Summer 2020. (The new main floor seats will be ready in time for the 2020-2021 season.) You will be inviting patrons to support the 40th Anniversary Seat Campaign with a donation. In recognition of their generosity, patrons will be able to name a seat! Longtime subscribers may choose to immortalize their own seats, while others may choose to name a seat in honor of, or in memory of, loved ones—such as parents or grandparents who brought them to the theater as kids. Some patrons may wish to support the campaign and not name a seat.

This is a once-in-a-lifetime opportunity to be a part of 5th Avenue Theatre history and join in the legacy of one of Seattle's cultural gems. Naming opportunities start at \$1,500 for seats in Zone 3-6 and \$2,500 for seats in Zones 1 and 2. Subscribers who give at the \$5,000 level can name two seats with priority selection. (Seat naming is restricted to names only and up to two lines per seat.)

Subscribers who support the seat campaign will be invited to the 40th Anniversary celebration event in September 2020 to see the unveiling of their seat plaques (again, main floor seats only!).

NOTE: Donations to this campaign will support the renovation project only, not the Annual Fund.



SECTION ONE: INTRODUCTION AND PRESENTATION

Introduction

Hello, may I please speak with Mr./Ms. _____ **[subscriber's first & last name]**? Hi, I'm calling on behalf of The 5th and I'll keep it brief. My name is _____ **[caller's first & last name]** with SD&A Teleservices, a professional fundraiser for nonprofit organizations, and this call is being recorded for quality.

First, I want to say thank you! You've been a subscriber since _____ [year] and we want you to know how truly grateful we are to have you as part of our family. **(Pause).**

I'm calling about our 40th Anniversary New Seat Campaign. We recently sent you some information in the mail with all the details. Have you had a chance to review it?

If YES: That's great! Thank you for taking the time to do that. **(Proceed directly to First Ask).**

If NO: No problem, Mr./Ms. _____, I can quickly summarize it for you. **(Start with Presentation section, then go to First Ask).**

Presentation

The seats in our historic theater, as I'm sure you know, are threadbare and uncomfortable. The seats we have now were originally installed in the 1950s, then restored and reupholstered during the 1980 renovation. It's been 39 years—and over nine million patrons—since the seats were refurbished. To celebrate our upcoming 40th Anniversary, The 5th Avenue Theatre recently launched a capital campaign to install nearly 1,200 new seats on the main floor of the auditorium. This, of course, is an expensive proposition.

First Ask (Name TWO seats with priority selection, anywhere in the house)

We launched our 40th Anniversary Seat Campaign to improve audience comfort and preserve our historic theater. We're presenting you with a once-in-a-lifetime opportunity to immortalize your name, or the name of someone you love, on a permanent plaque that will be prominently displayed on one of our new, much more comfortable seats!

With a tax-deductible gift of \$5,000, you can name TWO seats with priority selection anywhere in the house, plus you'll receive an exclusive invitation to our 40th Anniversary celebration next year. Can we count on you to support this campaign at the \$5,000 level?

GO TO CLOSE (Section 4) OR SECOND ASK (Section 2)



SECTION TWO: NEGOTIATION

Second Ask (Name a seat in the zone where they sit)

I can understand that. Many of our subscribers are choosing to name just one seat instead of two, which will still go a long way to help us raise the money we need to replace our old, broken-down seats with brand new comfortable seats. Our theater is a rare architectural and cultural gem that's listed on the National Register of Historic Buildings, and this is your opportunity to forever be a part of our theater's history and enduring legacy.

For a tax-deductible gift of **[\$second ask, at appropriate zone level]**, your name, or the name of someone you love, will be permanently displayed on one of our new seats in Zone _____. And though we can't guarantee it, by donating now, there's a much better chance that you'll be able to name the specific subscription seat that you currently have before anyone else does, and you'll also be invited to our 40th Anniversary Celebration next year. Can we count on you to support our Seat Naming Campaign at the **[\$second ask]** level?

GO TO CLOSE (Section 4) OR THIRD ASK

Third Ask (Name a seat in the zone where they sit, payable through an installment plan)

We don't want you to miss out on this once-in-a-lifetime opportunity, Mr./Ms._____. To make things easier and more convenient, you can name one of our new seats in Zone _____ today and pay for your tax-deductible gift in quarterly or monthly installments (*as long as the total gift is paid by August 31, 2020*). Would that work better for you?

GO TO CLOSE (Section 4) OR FINAL ASK

Final Ask (One-time gift of any amount)

I can certainly understand that. A gift of any amount will help—whatever you're comfortable with. The bottom line is that our seats are in terrible condition. It's long past time to replace them. The new seats will be so much more comfortable than our current seats, and the new fabric and colors will stay true to the look and feel of our historic theater. The cost of the entire renovation project, which also includes new carpet in the auditorium, is \$2 million. The 5th has already raised \$1.5 million through private foundation and government support, and now we must raise the remaining \$500,000 from our patrons. Can we count on you for a one-time gift of **[\$final ask]**?

GO TO CLOSE OR REFUSAL LANGUAGE

Mandatory Refusal Language

No problem, Mr./Ms._____. I completely understand. Thank you so much for being one of our most loyal subscribers and for taking the time to speak with me today. We hope you'll continue to enjoy shows at The 5th, both now and well into the future. Have a good night!



SECTION THREE: RESPONSES TO OBJECTIONS

- **IS THIS PART OF THE ANNUAL FUND CAMPAIGN?**

Our 40th Anniversary Seat Campaign is separate from the Annual Fund. Donations made to this campaign are specifically designated to replace our uncomfortable seating, so we're asking all of our loyal subscribers to join us in making a special gift that will significantly improve your comfort and the comfort of every audience member who attends productions at The 5th Avenue Theatre. We need the support of subscribers like you to see this project through!

- **I ALREADY MAILED MY GIFT**

I'm glad to hear that! Sometimes we need a little time to update our information. I'll be sure to check with our development department to verify that your gift has been received. Thank you very much for supporting our 40th Anniversary Seat Campaign!

- **DON'T GOVERNMENT AND PRIVATE FOUNDATIONS PROVIDE FUNDING?**

Yes, The 5th Avenue Theatre has already raised \$1.5 million toward the completion of our renovation project through private foundation and government support, and now we must raise the remaining \$500,000 from our patrons to cover the total cost of \$2 million.

- **CAN'T AFFORD**

I understand, Mr./Ms. _____. We very much appreciate your loyalty as a subscriber. Naming a seat is just one way you can support our 40th Anniversary Seat Campaign. A gift of any amount will help us raise the money we need to replace our uncomfortable, 39-year-old seats with new, comfortable seats. Your participation is very important to us, no matter what size the contribution. Would a gift at the \$_____ level work better for you?

- **WON'T GIVE SPECIFIC AMOUNT / WANTS TO THINK ABOUT IT**

1. Mr./Ms _____, is there some specific information you're looking for that I can clear up for you over the phone? I'd be happy to do so if that's possible.
2. Mr./Ms _____, if it's just a bad time for you to talk, I'd be more than happy to call you back when it's more convenient.



SECTION FOUR: CONFIRMATION AND CLOSE

Credit Card Close

That's wonderful, Mr./Ms. _____! Thank you so much. Your gift of \$_____ is very generous and it means a lot to The 5th Avenue Theatre. I have all your information right here in front of me. I have your residential address listed as _____ and your email address as _____. Is this information correct? **(Confirm addresses and make changes directly on screen if necessary.)**

The easiest and most cost-effective way to make your gift is with a MasterCard, Visa, American Express or Discover card. Which would you prefer to use?

Resists Credit Card

If subscriber is hesitant or says "just send something in the mail" respond with:

- The 5th Avenue Theatre prefers electronic payments because they're better for the environment (they reduce wasted paper), plus there's less administrative time and postage involved, which means more of your gift will go toward the Theatre's renovation project. With this in mind, which card would you prefer to use?

If subscriber insists on sending a check:

- Okay, I'll send an envelope out to you for your tax-deductible gift of \$_____.

Confirmation

Okay, Mr./Ms. _____, just to confirm, I have you down for a tax-deductible gift of \$_____ in support of our 40th Anniversary Seat Campaign.

For those who are eligible to name a seat (or two): What name(s) would you like to have printed on the seat plaque(s)?

(Repeat the spelling of each name back to the subscriber to ensure accuracy. Remember, seat naming is restricted to names only and up to two lines per seat.)

Federal Disclosure

And finally, Federal law requires that I provide you with The 5th Avenue Theatre's administrative address. The address is: 1308 5th Avenue | Seattle, WA 98101.

(If they ask why you're giving them this information: This law is designed to protect donors like you from fraudulent telemarketers.)

Thank You

On behalf of The 5th Avenue Theatre, I'd like to thank you once again, Mr./Ms. _____ for your generous gift/pledge of \$_____ to our 40th Anniversary Seat Campaign. I'd also like to thank you for being so generous with your time. It was a pleasure speaking with you. Have a good night!



SECTION FIVE: ADDITIONAL CAMPAIGN FACTS

BACKGROUND INFORMATION ON THE 5TH AVENUE THEATRE'S HISTORIC BUILDING

After 11 months of construction, The 5th Avenue Theatre celebrated its grand opening on September 24, 1926 with a Fanchon & Marco vaudeville production and more than lived up to its promise as a magnificent showplace. Under the guidance of architect Robert C. Reamer and interior designer Gustav F. Liljestrom, the ornate interior of the building was modeled after three of Imperial China's most spectacular architectural achievements: the Forbidden City, the Temple of Heavenly Peace, and the Summer Palace. The theater was also considered a technological marvel at the time, thanks to its state-of-the-art sound, lighting and ventilation systems.

When moving pictures became popular in the 1930s, The 5th thrived as a movie palace, thanks mainly to the efforts of film exhibitor James Q. Clemmer. Known for his showmanship, Clemmer arranged to have an organ rise from the center of the orchestra pit during a film's most suspenseful moment and ushers wore costumes that reflected each movie's theme.

The recession of the 1970s, coupled with the popularity of television and the growth of movie complexes in the suburbs, put The 5th Avenue Theatre out of business in 1978. But a committed group of community leaders who envisioned bringing Broadway entertainment to Seattle responded by raising funds for a much-needed building renovation. At the theater's grand re-opening on June 16, 1980, actress Helen Hayes christened the stage with a kiss and declared it "a national treasure." The 5th Avenue Theatre became Seattle's premier home for Broadway shows, starting with the national tour of *Annie*. In 1989, The 5th Avenue Musical Theatre Company was established as a resident non-profit theater company and The 5th expanded its mission from simply presenting touring shows to producing Broadway-caliber productions of its own. In the summer of 2016 following a capital campaign—made possible by the generous donations of subscribers and donors—we installed a new digital sound system, replaced the carpet in the Lobby, and renovated our upstairs bathrooms.

AN OVERVIEW OF THE 5TH AVENUE THEATRE'S COMMITMENT TO THE COMMUNITY

The 5th seeks to break down social, economic, geographic, and other barriers with numerous programs and initiatives aimed at increasing arts access and arts participation. New seats align with The 5th's commitment to its community. The 5th offers free programming, free accessibility services, free and discounted mainstage tickets, and tuition-free arts education in schools and at its theater for 75,000 youth annually. The following facts further illustrate how The 5th serves its community:

- 260,000 attend a mainstage performance each season
- 20,000+ free tickets each season—including thousands of tickets to 40+ King County nonprofits that help underserved youth, families, and seniors
- 5,000 discounted tickets for students, teachers, groups, and young adults
- 65+ free, engaging education events at The 5th and in community venues attended by 3,500 each year (e.g., pre-show talks, post show discussions, community events)
- 5,000+ patrons with different abilities have access to accessibility services to enjoy a mainstage production (e.g., ASL-interpreted, Open Captioned, and Audio Described performances, wheelchair seating, Sennheiser Assistive Listening system)



- Adventure Musical Theatre brings an original musical featuring the history and culture of the Northwest into elementary and middle schools throughout Washington to 40,000 K-8 students; 40% of performances are provided at no cost to the school to dismantle economic barriers and reach children in schools that cannot pay for a performance
- The Rising Star Project (RSP) proactively creates an inclusive theater community by providing an immersive, tuition-free arts opportunity for approximately 90 King County teens; teens work with mentors, acquire real workplace experience, and develop critical life skills for their future success as they produce and mount their own musical on The 5th Avenue Theatre stage
- The 5th Avenue Awards honor outstanding achievement in high school musical theater

AN OVERVIEW OF THE 5TH AVENUE THEATRE'S CURRENT 2019-2020 SEASON

The 5th Avenue Theatre's 2019-2020 season features stories that involve characters making great discoveries about themselves while on their journeys. The season has two new musicals for audiences to discover and is also filled with familiar stories and characters that will be explored in new and exciting ways, creating new productions with that special 5th Avenue Theatre energy.

AUSTEN'S PRIDE

October 4 – 27, 2019

Book, music, and lyrics by Lindsay Warren Baker & Amanda Jacobs

Directed by Igor Golden

Jane Austen enters into her most famous love story and as she does, she begins to understand something about both her characters and herself as she explores this beautiful new world. This is a musical of beauty, wit, and wisdom, wrapped up in a journey of self-discovery. It's *Pride and Prejudice* the way you have never before imagined. A story you will not soon forget, with an aching beautiful score that will transport you to another time and place. Created here at The 5th Avenue Theatre!

MRS. DOUBTFIRE

November 26 – December 29, 2019

Book by Karey Kirkpatrick and John O'Farrell

Music and Lyrics by Wayne Kirkpatrick and Karey Kirkpatrick

Based upon the Twentieth Century Fox Motion Picture

Directed by Jerry Zaks

Choreographed by Lorin Latarro

Music Supervision by Ethan Popp

Based on the beloved 1993 film starring Robin Williams, this hilarious and heartfelt new musical will celebrate its world premiere at The 5th Avenue Theatre right in time for the holidays. When a struggling actor who disguises himself as a British nanny in order to spend quality time with his children after losing custody in a divorce, he learns a lot more about fatherhood than he bargained for. *Mrs. Doubtfire* will mark the 22nd new musical produced by The 5th Avenue Theatre. A truly inspiring story about the lengths we will go to for love, *Mrs. Doubtfire* is a joyful musical that will make you laugh and lift your spirits.



BLISS

January 31 – February 23, 2020

Book, Music, and Lyrics by Emma Lively and Tyler Beattie

Directed by Sheryl Kaller

Choreographed by Josh Prince

Who says that princesses must be perfect and proper, and marry the handsome prince? Seriously! The 5th Avenue Theatre creates for you the unforgettable world premiere of *Bliss*, an original musical fantasy that flips the traditional princess narrative upside down. Hidden away for years by an overprotective father, four wildly distinctive princesses dream of the world beyond the castle walls. At last they escape and find adventures beyond their wildest imaginations—and a world that judges them based on appearance. Now they must each decide what is worth sacrificing for a "happily ever after." With an addictive pop rock score, *Bliss* is a tale as unique as its heroines. An adventure unlike any other awaits you at The 5th.

SISTER ACT

March 13 – April 5, 2020

Music by Alan Menken

Lyrics by Glenn Slater

Book by Cheri And Bill Steinkellner

Additional Book Material by Douglas Carter-Beane

Directed and Choreographed By Lisa Shriver

Here is the feel-good musical comedy sensation based on the hit 1992 film! Featuring original music by eight-time Oscar winner, Alan Menken, this uplifting musical was nominated for five Tony Awards®, including Best Musical. When disco diva Deloris Van Cartier witnesses a murder, she is put in protective custody in the one place the cops are sure she won't be found: a convent! Using her unique disco moves and singing talent to inspire the choir, Deloris breathes new life into the church and community. Powerful gospel music! Outrageous dancing! The 5th Avenue Theatre's production of *Sister Act* will leave you breathless.

ONCE ON THIS ISLAND

May 12 – 24, 2020

Book and Lyrics by Lynn Ahrens

Music by Stephen Flaherty

Directed by Michael Arden

Choreography by Camille A. Brown

Winner of the 2018 Tony award for best revival of a musical, *ONCE ON THIS ISLAND* is the sweeping, universal tale of Ti Moune, a fearless peasant girl in search of her place in the world, and ready to risk it all for love. Guided by the mighty island gods, Ti Moune sets out on a remarkable journey to reunite with the man who has captured her heart. ***ONCE ON THIS ISLAND is only at The 5th for a very special two-week engagement.***

(For new subscribers, this show is not available as part of a 3- or 4- show package. ALL renewing subscribers, however, can choose this as one of their shows, no matter the size of the package).



EVITA

June 12 – July 3, 2020

Music by Andrew Lloyd Weber

Lyrics and Book By Tim Rice

This is the smash-hit musical based on the life of Eva Peron, an unknown actress who became the wife of the Argentinean president, and the most beloved—and hated—woman in Argentina. An epic and soaring musical from the creators of *Jesus Christ Superstar!* Don't miss this exquisite new 5th Avenue Theatre production. The stunning and majestic, award-winning musical by Andrew Lloyd Weber and Tim Rice is a fantastic new production created by The 5th Avenue Theatre!

Optional Subscription Add-On

JERSEY BOYS

April 14 – 19, 2020

Book by Marshall Brickman And Rick Elice

Music by Bob Guadio

Lyrics by Bob Crewe

Directed by Des Mcanuff

They were just four guys from Jersey, until they sang their very first note. They had a sound nobody had ever heard... and the radio just couldn't get enough of. But while their harmonies were perfect on stage, off stage it was a very different story—a story that has made them an international sensation all over again. Go behind the music and inside the story of Frankie Valli and The Four Seasons in the Tony® and Grammy Award-winning true-life musical phenomenon, *JERSEY BOYS*. From the streets of New Jersey to the Rock and Roll Hall of Fame

