



December 5, 2019

PatronName  
Address1  
Address2  
City, ST ZipCode

Dear Salutation:

Thank you for pledging a generous gift of \$100 to support the artistic, educational and community engagement programming of the Atlanta Symphony Orchestra!

This is a momentous year for the ASO, and we are delighted that you have chosen to be a part of it. During this very special 75<sup>th</sup> anniversary season, as we reflect on the ASO's many accomplishments over the years, we are once again reminded that none of our successes would have been possible without the support and generosity of donors like you. Your generous gift this season will help us to honor the legacy of this highly respected, Grammy® Award winning Orchestra while we look ahead to the next 75 years.

The ASO believes that serving our community is the most important role we have. Our music is for everyone, whether people attend a concert in Symphony Hall or in one of Atlanta's neighborhoods. With a robust series of Education and Community Engagement programs, last season, the ASO served 161,000 students and families, and over 20,000 people enjoyed the music of the ASO at two free Concerts in the Park.

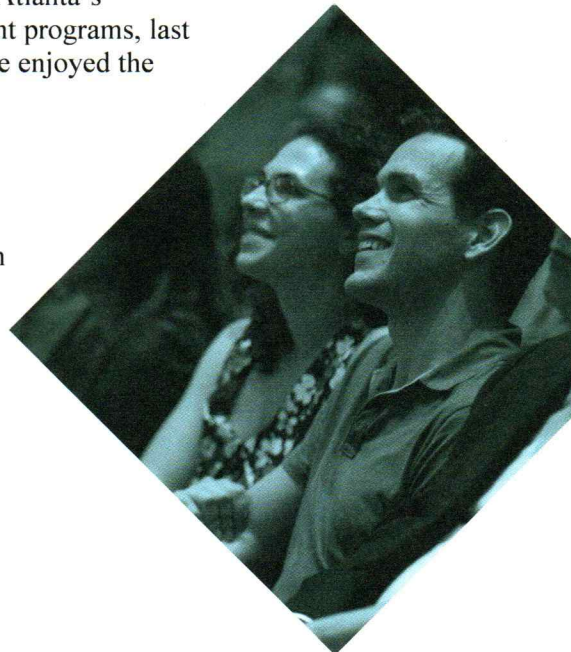
Many of our patrons are surprised to learn that the ASO is a nonprofit organization and that nearly 30% of the ASO's annual operating budget comes from donors like you. Please take a moment now to fulfill your pledge by sending your payment information in the envelope provided. In recognition of your generosity, you will receive benefits reserved exclusively for our donors to enhance your symphony experience.

Each and every one of the Atlanta Symphony Orchestra's accomplishments—both on stage and throughout the community—is made possible by donor support. Our success is a direct result of our partnership with you. Thanks again for your gift!

Sincerely,

Dana Parness  
Individual Giving Coordinator

*SD&A Teleservices, Inc., a professional fundraiser, has conducted this solicitation on behalf of the Atlanta Symphony Orchestra.*



You Make  
**Music**  
Happen