

Dear NWDance Network Community

NW Dance Network has been planning for over a year to become more proficient at fundraising. We seek to be better at communicating why we exist and defining how we could better serve the dance community. This effort dovetails into our ongoing work on creating a viable strategic plan for the organization. Now as we launch into this new era where we are developing more cooperation with other dance organizations and groups, and then along comes the coronavirus epidemic which threatens our very existence.

During the ten years that I've been involved with NW Dance, I was surprised to find that many of our dancers didn't know we were a non-profit and that we were a largely volunteer organization. Most dancers didn't have any idea of how we produced our dances and classes and what if any profits were derived from them. I have undertaken to educate our dance community and to make a pitch to the greater community that we exist and why we should continue to exist.

When I became aware of the Give Big and Giving Tuesday, we decided that NW Dance would try to participate in larger established efforts to help nonprofits do fundraising. We understand that these organizations take some sort of cut for their efforts. But we want to become more legitimate in the eyes of the giving public and hone our message so we can not only survive but thrive in these difficult times.

Participating in these bigger efforts helps us become legitimate in a larger market than just our dance community. It gives us the opportunity to tell others what we already know- that we are part of a loving creative environment which remains important to our lives. Dance gives us hope, reduces stress, and provides a unique,

nonverbal impromptu performance wrapped up in a warm embrace while we benefit from creative exercise.

Now more than ever it is so important that we help support this vibrant, caring, and safe community. Please join me in supporting to sustain us by giving big to us during the Give Big Campaign

David Koz Kositsky
President
NW Dance Network