



NOVEMBER 2013

JOHN SMITH  
1234 FRANK LLOYD WRIGHT DRIVE  
SCOTTSDALE, AZ 85259

Dear Mr. Smith

Thank you. Your support of the work of the Frank Lloyd Wright Foundation makes a profound impact.

**Your generosity makes everything we do possible:** Restoration and preservation of Taliesin West, Taliesin, and the collections; the extraordinary accomplishments of the Frank Lloyd Wright School of Architecture; innovative and engaging symposia, lectures, and public programs; the transformative impact of our K-12 educational programs; and so much more. Enclosed you will find an overview of just a few of the highlights from the past year. We share it with our sincere gratitude - you made all of it happen.

We need your continued support.

If you are in a position to increase your giving this year, please consider doing so. There is still work to be done in 2013, and 2014 promises to be even more exciting and meaningful. Every dollar makes a real difference, and every dollar is well spent. We promise. The Foundation takes your philanthropic investment very seriously. Only 5% of the budget goes to administrative, fundraising, and general overhead costs combined; **95% of the budget goes directly toward the programs and preservation we exist to accomplish.** (As you may know, that's a very high percentage - much stronger than most nonprofit organizations.)

I've enclosed information about some special opportunities and insider access we extend to you as a donor to (member of) the Frank Lloyd Wright Foundation. As much as we enjoy making you a true insider and showing you our appreciation, we understand that your generosity is not inspired by perks or benefits. The true benefit of your giving is what it accomplishes.

**Please consider supporting the ongoing work of the Frank Lloyd Wright Foundation, once again, with a gift of \$10,000 or more.** It will have an immediate impact.

Yours most sincerely,

SEAN MALONE CEO & PRESIDENT