

**Case Study**

**The Power of the “Thank You” Card**

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“Thank you” cards are the perfect way to not only show gratitude, but to shine light on your program. RPA utilizes a set of blank cards that have a production photo and our logo on the front, as well as the troupe director’s contact information on the back. We use Vistaprint for our card orders. Sending a thank you card to your admin, mayor, local businesses, or potential investors puts your program front and center in a positive light. Whether they are outwardly supportive or not, consider sending a thank you to your admin after every production.

**Example:**

This is an example of the verbiage we utilize for the thank you cards that are sent to our city council members. This wording is a result of collaboration of our students and school director/city councilor. Students would hand write this onto physical cards and deliver them in person at the city council meeting.

“Hello INSERT NAME!

We would like to thank you for your ongoing support of theatre education, and for taking the time to listen to us speak about the importance of theatre in our schools.

We appreciate that you put value into the theatre arts programs in Redmond; that care is changing lives and fostering passion. We know that you have very busy lives, but if you’d like to see some of that passion on its feet, we would like to invite you to see our spring production of *Big Fish, the musical*. We hope that you will join us for tale of mythic proportions.

Get tickets at: rpatheatre.ticketleap.com

Discount code: Councilgoesfishing

Show dates: April 17-18 & 25-28 at 7pm

Thank you, and we hope to see you there!

RPA Theatre”

 