

DAY *of* GIVING

#CELEBRATECIVIC

MAY 17, 2019

You're invited to join us and #CelebrateCivic during Civic Theatre's fourth annual Day of Giving on Friday, May 17, 2019!

Purpose: Civic Theatre's Day of Giving is a 24-hour, online giving event created to increase awareness and support of Civic as well as connect the Civic family of audience members, Jr. Civic families, volunteers, and artists. On Friday, May 17th, your participation will go even further to champion Civic's mission: to foster a love of theatre through imagination, education, and participation.

Goal: To raise \$10,000 through a one-day fundraising and awareness campaign to close Civic's 104th season squarely "in the black."

How to participate:

1. Make a donation at any time on May 17, 2019.
2. Explain why you support Civic on Facebook, Twitter, or another social media platform using the hashtag #CelebrateCivic.
3. Start a Facebook fundraiser on May 17th and invite your friends to donate to Civic.
4. Order lunch or dinner from Hot Box Pizza in Carmel and use Civic's flyer (on the support page) to donate 20% to Civic.

Tips:

- Include a link to the Civic support page in your post: www.civictheatre.org/support
- **Make your posts public so Civic can share them with the Civic Family**
- Use the hashtag #CelebrateCivic to connect your posts with other participants on the Day of Giving
- Follow Civic's Facebook page at www.facebook.com/btcivic for updates throughout the day on our progress. Tag us in your posts too!
- Follow Civic on Twitter at @Civic_Theatre, and tag us in your posts
- Visit our Flickr account at www.flickr.com/btcivictheatre and find a picture of yourself at Civic to go with your Day of Giving #CelebrateCivic post
- Visit our YouTube channel at www.youtube.com/btcivictheatre to share a video of yourself at Civic along with your Day of Giving #CelebrateCivic post
- Share an Instagram photo from Civic's account at www.instagram.com/civic_theatre or tag @Civic_Theatre

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FREQUENTLY ASKED QUESTIONS

How do I donate?

1. Visit the website. Use (and share!) this link: <http://www.civictheatre.org/support/>. Gifts can be made at any level. This link also gives the option to buy a seat in the Tarkington for \$1,000.
2. Send a check. If you prefer, you can make your gift with a check made out to Booth Tarkington Civic Theatre. Please write “#CelebrateCivic” or “Day of Giving” on the memo line, and drop it in the mail:
Civic Theatre
Attn: Day of Giving
3 Center Green
Carmel IN, 46032
3. Email julia@civictheatre.org. Let Julia Bonnett, Director of Development & Administration at Civic, know of your interest in participating in the Day of Giving via email. She will get back to you as soon as possible.

Can I make a donation by telephone?

Due to the volume of calls anticipated on the Day of Giving, this is not the preferred method. However, you may call 317-853-6321 to make a donation by phone. It is possible that you will have to leave a voicemail, and a member of the staff will get back to you in a timely manner. You will be credited as contributing to the Day of Giving, even if we cannot get back to you until a later date.

What if I can't make a donation right now?

You can still make an impact! Call on your friends for their support. Tell them why Civic is important to you. Post a video to honor Civic's birthday and challenge your friends to do the same or make a gift of their own. Plus, you can post on Twitter, Facebook, Instagram, Pinterest... you name it! There are many ways to make an impact.

Where does the money go?

Funds from the Day of Giving will go toward supporting Civic's 90+ performances each year, over 100 class offerings, and many programs to provide theatre access and education to the underserved community. This probably covers at least one reason why you love Civic! As you may know, ticket sales and tuitions only cover about 50% of Civic's annual expenses. Every #CelebrateCivic contribution goes a long way to bridge this annual funding gap.

How do I attract attention to my post?

Please include a photo, video link, or personal video as a part of your post. This is extremely helpful in attracting attention to your reasons for supporting Civic. Also, please don't forget to tag your friends. This spreads the exposure of your post to all of their followers / friends.

Have more questions? Email Director of Development, Julia Bonnett, at julia@civictheatre.org