

Hello [Insert friend or family member's name],

As you probably know, I am a big supporter of the Alley Theatre. I believe the organization and their productions play an important role in the Houston community. Therefore, I am happy to help the Alley this season to reach their goals for their end-of-season #BackstageHeroes Campaign.

Ticket sales cover less than 60% of the budget required to create the props, sets and costumes you see on the Alley stages. The theatre needs contributed support from individuals to continue the behind-the-scenes work that brings their shows to life. The end-of-season campaign goal is to raise \$180,000 by June 30, 2017 to help support all of the hard work, skills and materials needed to create magic on the Alley stages. Please visit www.alleytheatre.org/backstageheroes to learn more about this fun campaign.

How you can help: Make a gift by June 30th online [here](#), or text **ALLEY** to **41444**. If you have any questions regarding this campaign or would like to learn more about the Backstage Heroes and their work behind-the-scenes, contact Haley Willis at haleyw@alleytheatre.org or 713.315-5413. You can also help by sharing their [Facebook post](#).

I cannot express how much I appreciate your support as we wrap up another wonderful season at the Alley Theatre. Please join me in supporting this fantastic organization and the Backstage Heroes that work so hard to bring the magic to the Alley stages. Thank you!

Sincerely,
[Your name here]