

November 12, 2021

«First_Name» «Last_Name»
«Address»
«City», «State» «ZIP_Code»

Dear «First_Name»,

When I think back to the holidays last year, I can't tell you how my house was decorated, what kind of pie I baked, or which gifts I bought for my friends and family. I can tell you, however, what music I played. Where other holiday traditions had to be altered, the croon of Bing Crosby, the ringing of sleigh bells, and the soft orchestrations of favorite carols stayed the same, bringing comfort and joy.

I believe this to be the best way to describe what the La Crosse Symphony Orchestra has given us all over the last year. It gave us comfort in what was familiar – beautiful music from the chamber concerts, mastery from our Guest Artists and Rising Stars, and growth from the students still enrolled in the violin lessons at the Boys and Girls Club. The LSO also brought us joy in the unexpected – a YouTube channel with livestream concerts and educational videos, a virtual Symphony for Youth concert that reached four times the number of students than previous years, and the return of in - person concerts. The LSO is a tradition we are fortunate to celebrate year-round.

For the tradition of the LSO to thrive, however, it requires your support. Less than 30 percent of LSO funding comes from ticket sales. The rest comes from fundraising and philanthropic gifts. We realize many people and organizations continue to be financially impacted by the pandemic. If you are able, please consider making a tax-deductible contribution this year. Your generosity has a direct impact on the programming and educational experiences we are able to share with our community.

Thank you for making the La Crosse Symphony Orchestra one of your traditions.

Warmest wishes,

The La Crosse Symphony Orchestra