



American Guild of Organists

NATIONAL HEADQUARTERS AND THE AMERICAN ORGANIST MAGAZINE
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Dear AGO Chapter Dean:

I am delighted in your interest in the new **AmiGOs** collaborative initiative, and believe that this **AmiGOs** program has good potential to bring in needed dollars for both local chapters and the national organization through this partnership. Dr. F. Anthony Thurman, AGO Director of Development and Communications, has oversight for providing the **AmiGOs** brochures to local chapters and working with them to ensure positive results from this initiative.

Prior to launching the **AmiGOs** initiative in your community, your chapter leaders will want to give some thought about publicizing the **AmiGOs** donor category, selecting which chapter events to target by inviting non-AGO members to attend, as well as how to announce and present the **AmiGOs** program to these non-members. Be sure to invite to these targeted events specific individuals known to love organ music—such as church choir members, clergy, and others in the community who inevitably attend concerts of organ and church music, donors to new organs in area churches, etc.

It is always an interesting dance on the tight-rope: you don't want to seem overly aggressive about soliciting donations on one hand, or desperate for money on the other, while acknowledging that this is an opportunity for people in the community to support continued excellence in programming of organ and sacred choral music, scholarships (to attend POEs or even a semester or year-long scholarship for organ lessons) for area youth interested in learning to play the organ or pursue careers in sacred music, as well as to support the routine operations of the local AGO chapter. My hunch is that there will be considerable interest on the part of local persons who love organs and organ music, by providing financial support for local chapter activities, local musicians, and local organ students.

Please let us know how you plan to proceed as well as the results of the **AmiGOs** endeavor in your community. The **AmiGOs** program is brand new, and your chapter will be among the first to try it out. We would like to know about successes (what worked and what worked best) and also about failures so we can consider how to avoid poor results when introducing **AmiGOs** to audiences in other locales.

Finally, send all contributions (checks and credit card information drawn from the brochures submitted to your chapter) to AGO National Headquarters: **AmiGOs Program, American Guild of Organists, 475 Riverside Dr., Suite 1260, New York NY 10115**. Your chapter will receive in turn a check for 50% of the proceeds as well as a contact list of donors in your chapter's area.

Best wishes for a successful year ahead,

A handwritten signature in cursive script that reads "Calvert Johnson".

Calvert Johnson, DMA
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