

November 4, 2016

Mission	Vision	Promise	Personality	Positioning
<p><i>(Your reason for being)</i></p> <p>Seattle Children's Theatre sparks imagination, inspires learning and creates a lifelong appreciation for the magic of the arts through live professional theatre performances and education.</p>	<p><i>(Externally-focused, how the world will be better thanks to your role in it)</i></p> <p>Every child and family in the Puget Sound region will have access to the highest-quality plays and theatre education to open their hearts and minds to a world of different cultures, perspectives and possibilities.</p>	<p><i>(What you deliver consistently in every interaction)</i></p> <p>We produce the most entertaining, educational and innovative professional theatre experiences in a welcoming atmosphere for kids of all ages.</p>	<p><i>(The human-like traits you possess)</i></p> <p>Imaginative Engaging Adventurous Joyous Enterprising Authentic Open-hearted</p>	<p><i>(What differentiates you from other similar organizations)</i></p> <p>No other arts organization in the nation produces better live theatre to more children and families. Through existing plays and new works, engaging classes and a dedicated focus on reaching vulnerable and underserved kids, we help to build a passionate and engaged society.</p>
<p>Core message <i>(a one- or two-breath response to the question, "What is Seattle Children's Theatre?", framed to articulate benefits and impact, not just programs and services. A core message is typically written, not necessarily spoken.)</i></p>		<p>Seattle Children's Theatre sparks imagination, inspires learning and creates a lifelong appreciation for the arts through professional on-stage performances and theatre education. With the support of our generous community, we produce the highest-quality beloved plays and innovative new works to open hearts and minds to a world of different cultures, perspectives and possibilities.</p>		
<p>Conversation starter <i>(An informal sentence or two – typically spoken – to capture the initial interest of donors)</i></p>		<p>Every child and family deserves the opportunity to be enriched, educated and engaged in the arts. Your gifts provide access to professional theatre experiences for kids of all ages and family incomes.</p>		

<p>Campaign core message (<i>a one- or two-breath response to the question, “What is the campaign all about?”</i>)</p>	<p>The campaign is your opportunity to make live theatre and education available to every young person in the region, to deepen our engagement with all of our audiences, and to make much-needed improvements to our facilities so every aspect of theatre-going will be first class.</p>
<p>Campaign name and tagline options</p>	<p>Theatre for the Ages: The Campaign for Access and Excellence The Act Now for Excellence Campaign</p>
<p>Supporting messages (<i>the “evidence” to support the claim made in the elevator speech</i>)</p>	
<p>The plays we produce entertain and inspire children through the magic of live theatre.</p>	<p>Since 1975, Seattle Children’s Theatre has provided innovative artistic programs and plays for young people. Today, we welcome more than 60,000 Puget Sound-area kids and grown-ups every year to the nation’s first state-of-the-art, self-contained theatre complex built specifically for young audiences.</p> <p>Generations of families have bonded through the years by engaging in the arts and culture of Seattle Children’s Theatre. Kids who came to our plays or took part in our classes in the 70s are now bringing their grandchildren to the Theatre, creating family traditions that will continue generation after generation.</p> <p>Together with their parents and teachers, children learn important lessons about the world around them along with critical thinking skills through professionally produced plays with some of the best actors working in American theatre.</p> <p>The plays we produce are as educational and enlightening as they are fun and entertaining. Young people are engaged in compelling stories and then participate in post-show experiences with artistic teams. Their enlightenment continues as they discuss their experience with teachers and parents in the classroom and at home. This immersive theatre-going helps children develop their emotional maturity and learn important lessons about diversity, compassion, tolerance, resilience, friendship and loyalty. Live professional storytelling helps kids make sense of a complex and confusing world.</p> <p>Live theatre can be transformational for all kids, but especially for those from low-income families who may have limited access to the arts. It creates joyful, memorable moments and introduces young people to creative expression.</p> <p>In a world where head-down electronic communication often replaces face-to-face personal interaction, we build connections among children and their peers, parents, teachers and community. Theatre exposes young people to stories and experiences that are different from their own, helping them develop empathy and compassion for others as they grow up to be more engaged in their communities and in the world.</p>

	<p>The Charlotte Martin and Eve Alvord Theatres seat more than 750 audience members who enjoy creative and stimulating live theatre. A technical pavilion includes paint, costume, prop, puppetry and scene shops along with rehearsal and classroom spaces.</p>
	<p>Student matinee performances not only give young people a chance to be enthralled by live theatre but also provide them with post-play opportunities to explore the themes, characters, historical context and production elements of each play.</p>
	<p>We treat our young audiences with respect. The plays we produce, including exciting new works, are meaningful, engaging and designed specifically for kids of every age, every interest, every background.</p>
	<p>While other local venues may offer some programming for young audiences, Seattle Children’s Theatre is the undisputed expert in children’s theatre. We are recognized nationally for being on the forefront of innovation and excellence. Our theatre and staff — including acclaimed Artistic Director Emerita Linda Hartzell, who has been our creative inspiration for more than 30 years — have received countless awards and broad recognition for high-quality and creative productions and leadership.</p>
<p>Our most important core value is ensuring that all children have access to the essential, enriching experiences we offer.</p>	<p>A family’s socioeconomic status and a child’s physical or emotional conditions should never be barriers to the cultural, intellectual and emotional growth that live theatre offers to kids. Countless young people who would never otherwise be exposed to live theatre find that opportunity at Seattle Children’s Theatre thanks to the donor-supported Access SCT programs.</p>
	<p>Through our Access SCT programs, we make theatre arts and education accessible to young people with disabilities and to low-income families through financial aid, scholarships and reduced ticket prices. Families on public assistance have access to highly-discounted adult tickets and free child tickets. Active-duty and retired military personnel and their families also receive discounts.</p>
	<p>We offer free admission to many groups of students from local public schools with high numbers of kids on federally-subsidized meal programs.</p>
	<p>Young people with hearing impairments, autism, developmental delays, sensory disorders and other conditions sometimes find live theatre overwhelming. Special sensory-friendly performances give these kids and families access to the same high-quality productions with lower sound levels, brighter lighting, smaller audiences and other accommodations.</p>

<p>Seattle Children’s Theatre helps fill the gap in arts education in the schools and introduces kids to new ways to stretch their imaginations.</p>	<p>Despite being mandated as a core academic subject under Washington state law, the arts are woefully neglected in most public schools because of a lack of funding, time and appreciation for the benefits of the arts to children’s overall education and development. We fill that gap — for students in public schools as well as for those educated in private schools, charter schools and home-school settings.</p>
	<p>The Theatre’s in-school and after-school drama classes fulfill state academic mandates. Students practice reading and writing, learn problem-solving and teamwork, study acting and other theatre skills, and much more.</p>
	<p>Educators learn how to make their subjects come alive through the arts at workshops that teach them how to integrate drama into their lessons plans. By melding theatre into curriculum, teachers address unique learning styles, help kids see themselves as smart and capable, and unlock each student’s potential.</p>
	<p>Educational research confirms that the arts improve academic achievement, help keep kids engaged in school and enhance their ability to solve problems and make decisions. Kids find their voice and develop their passions through the arts. They gain self-confidence and learn to dream big.</p>
	<p>Theatre education offers kids an avenue for developing their creativity and self-confidence. We offer year-round acting classes for kids of all ages and also established the Young Actor Institute to train students from the 10th grade to age 21 to work as professional actors. We provide intense, in-depth classes in a variety of theatre performing arts, each taught by a working professional who is also an outstanding teacher. In addition, we train professional teaching artists from across Washington.</p>
	<p>We bring theatre into the classroom. Seattle Children’s Theatre experts work with teachers and students in the classroom, enabling them to explore Shakespeare, physical comedy, stage combat, musical theatre and other theatrical styles. We also offer summer workshops conducted in partnership with organizations like Pacific Science Center, Experience Music Project and Frye Art Museum.</p>
<p>We are the gateway to a lifelong appreciation of the arts.</p>	<p>Young people develop their first appreciation for live theatre at our stellar productions. We create the adult audiences of the future who are discerning and passionate about what a truly great theatre experience should be. The artists and audiences of tomorrow are at Seattle Children’s Theatre today.</p>
	<p>Adults and children experience Seattle Children’s Theatre together, delighting in stories that make them think and grow together to appreciate the arts for generations to come.</p>

	<p>Opportunities to be participants in live theatre — as audience members, in drama classes, as actors themselves — help children discover who they are as they blossom into adults who value art and drama</p>
<p>Your gifts sustain this incredible community resource for our young people.</p>	<p>The generosity of our community has built Seattle Children’s Theatre into one of the best arts resources for young people in the entire nation. Because we intentionally strive to keep our ticket prices low and to provide free or discounted access to those who need it, we rely on your gifts maintain and grow our quality programming and to make theatre accessible to all kids and families.</p>
	<p>Through the years, our supporters have invested in us to ensure that our community’s young people will always have a safe place to be able to enjoy the highest-quality theatre experiences, helping them grow into well-rounded and compassionate adults who will become leaders in every facet of civic life.</p>
	<p>Your gift to Seattle Children’s Theatre is an investment in the future of our community’s young people and in our region’s growth as a center of vibrant live theatre. Inspired throughout their childhood to develop a love of the arts at Seattle Children’s Theatre, our patrons will grow into the philanthropists, producers, actors, artists, activists and theatre-goers who will sustain our theatre community tomorrow.</p>
	<p>Donations from generous individuals, families, corporations and foundations keep us relevant, strong and stable in an ever-changing artistic world. Thanks to your gifts, we attract world-class talent to our staff and stage.</p>
	<p>We are wise stewards of your gifts, investing cents of every dollar into outstanding programming for kids and families.</p>
<p>Your support for the campaign will cement our place in the lives of local children and families for decades to come.</p>	<p>The campaign is your opportunity to invest in the human spirit by making live theatre and education available to even wider audiences and by improving our facilities so every aspect of theatre-going will be first class. You will shore up our ability to sustain our mission today, to nimbly respond to emerging opportunities and to plan for a future of limitless possibilities.</p>
	<p>While the Theatre is treasured by generations of kids and families throughout the Puget Sound region, we believe we can enhance our artistry. The campaign will fuel more artistic innovation, expand productions to include more dynamic and diverse artists, enable us to develop and produce new works, and create bigger and better productions that will thrill even more theatre-goers.</p>

	<p>Your gifts to the campaign will give many more children the chance to reap the countless benefits of Seattle Children’s Theatre experiences for decades to come. You will open our doors to more children who may get their only opportunity to learn from and enjoy the arts thanks to you.</p>
	<p>Your support for the new Linda Hartzell Fund for Access — honoring our long-time artistic director who continues her legacy in an emerita position — will significantly expand our free and discounted programs for low-income and other vulnerable and underserved families, increase outreach to diverse communities and make imaginative adventures come alive for more young people with physical, mental or emotional challenges.</p>
	<p>Physical limitations of our facilities currently prevent every experience from taking place in the highest-quality environment for young people. We must invest in better heating, ventilation and air conditioning systems. Our two lovely theatres need new seats, carpeting and paint along with improvements to the lobby, classroom repairs and upgrades in security. Technological improvements will result in better energy efficiency and lower costs while also providing the safest and most welcoming environment for all through upgraded lighting, sound, projection and automation.</p>
	<p>The campaign will put us on even more sound financial footing — today and for years to come. We will retire some capital debt and pay down other encumbrances, build our reserves, and invest in our endowment to provide a perpetual source of revenue for the future.</p>
	<p>As our region evolves and grows, treasured institutions like Seattle Children’s Theatre must progress and stabilize for the long term. By providing access for all young people to world-class professional theatre, improving our facilities and securing our financial future, we will continue shape the lives of generations of young people.</p>
	<p>Because of the loyal support of people like you, we are now one of the best children’s theatres in the nation. But we believe our region’s young people deserve more than one of the best; they deserve the very best. When you support the campaign, you will drive our vision to ensure that every Puget Sound child and family can enjoy the best children’s theatre anywhere.</p>