

**Taft Museum of Art**  
**Capital Campaign – General Phase**

Dear [salutation],

The vision: to become the finest small art museum in the country. Transforming this vision into a tangible reality – for you and for the community we share – stands as a goal of bright ambition.

I find my imagination fired by the power and the possibility of this dream for the Taft Museum of Art. I feel great passion about the museum's vision, and I hope to pass some of my fervor along to you.

As a Taft member, you know what this museum offers to our community. It's an extraordinary collection of art, known throughout the world, displayed in the setting of a uniquely significant home.

Long ranked as one of America's most prestigious small art museums, the Taft *can* and *will* become the *preeminent* museum in its class with your help and mine. That's why I seek your partnership in a crucial campaign to launch the Taft's vibrant future.

The museum you and I treasure stands on the threshold of becoming the most superb small art museum in the United States. On Nov. 5, the Taft will close for a year and a half, during which we'll make major renovations and urgently needed additions.

**One Family's  
Treasure.  
Art for All.**

Nothing will alter the structure or appearance of the magnificent Baum-Longworth- Taft House as seen from Pike St. This National Historic Landmark is an architectural gem in the crown of the Queen City, loved by our whole community. It must never be harmed.

The renowned firm of Ann Beha Architects has created a plan for the Taft that will bring you renewed and expanded gallery space for the permanent collection ... and protect the integrity of the home. Then, with new gallery space, we'll bring larger, more comprehensive exhibitions to you and to our community.

When you join me in participating in the Campaign for The Taft Museum of Art, your gift will expand educational and cultural opportunities not only for yourself, but for people of all ages.

Imagine strolling through an expanded Taft Museum, carrying a palm pilot that brings you an enriched experience of the collection and special exhibitions. Then imagine others acquiring the same information from their palm pilots – but in Spanish and Japanese ... Italian, German and French!

This is one of the most ambitious state-of-the-art technological innovations we hope to introduce. These changes have the potential to dramatically enhance the educational and cultural experience available to you and to others throughout our region and the world.

You'll see the collections completely reinstalled in a chronological storyline, illustrating the history of Western art from the 12<sup>th</sup> through the 20<sup>th</sup> centuries ... and Chinese art from the 7<sup>th</sup> to the 19<sup>th</sup> centuries.

Your gift will bring that same experience to elementary and middle school children from throughout our area!

Over, please...

Together, we will add a new lecture hall ... new performing arts space ... new classrooms ... and new studios. With other caring members of our community, we'll refurbish the galleries to illustrate the evolution of American design from 1820 to 1920. And yes, we will renovate the Baum-Longworth-Taft House, making it an historically accurate Federal villa.

As Ann Beha explained, the Taft is unique among America's cultural treasures "in that the museum itself is one of the most valuable artifacts in the collection." Then come the amenities that will offer you more comfort, more convenience, and even greater enjoyment of your visits to the Taft:

- ❖ a new parking structure, which will become even more necessary as the number of visitors doubles to 100,000 annually over the next seven years.
- ❖ a comfortable new indoor/outdoor café where you can enjoy lunch or share a cup of coffee or tea with friends, and
- ❖ a larger Museum Shop to tantalize your aesthetic tastes!

As one of the original docents, my association with the Taft goes back many years; but that's just one reason I'm eager to participate in the rebirth of this institution. Like my gift to The Taft, your support will expand our region's cultural reputation, helping to revitalize Cincinnati's downtown core.

In addition to my overriding interest in the arts, this civic concern is very important to me ... and, I believe, to you as well. You and I love this community. We care about its welfare today and the vitality of its future. The Taft Museum of Art is a key factor in that future. And yours is a key role in bringing that future to fruition.

Because I care so deeply, I agreed to chair the Community Phase of The Campaign for The Taft Museum of Art. In addition, I've made a substantial gift to this important project.

I hope you will join me with your own commitment. Perhaps a gift of \$1,000 would be possible for you. Or maybe you feel something in the range of \$100 or \$500 would be more comfortable.

The amount of your support is for you to determine, of course; however, I do hope you will come along with me on this exciting journey into a new vision for an essential piece of our area's cultural heritage – The Taft Museum of Art.

Please, be generous in your support of this extremely worthy project. It means so much and will benefit so many!

Thank You For  
Your Great Kindness,

Sallie Wadsworth

P.S. To find out how your gift can be recognized by the Taft Museum ... and to learn more about other aspects of the campaign, I invite you to call the Taft's Development Office at 513-241-0343. They'll be delighted to receive your call and answer your questions.