



The 2019 Door County Folk Festival Fundraising Campaign Will End on January 31, 2020



Support the Door County Folk Festival!

(Get Your Foot in the Door!)

To view the full story and contribute online please visit:

www.gofundme.com/2019-dcff-fundraiser/

To contribute offline:

Mail Donation to DCFE, P.O. Box 25548, Chicago, IL 60625

Thanks to 43 contributions totaling \$5,290, we've reached 70.5% of our fundraising goal of \$7,500

- Here's what it will take to help us exceed our fundraising goal of \$7,500 by January 31, 2020
 - 89 contributors donating an average of \$25
 - 45 contributors donating an average of \$50
 - 23 contributors donating an average of \$100
 - Any combinations of the above reaching/exceeding \$2,210
- Please consider making a generous contribution to help us exceed our fundraising goal!

We initiated this GoFundMe campaign in August of 2019 and here's why...

- While the overall attendance was about the same as 2018, there was a revenue shortfall due to changes in registration, including:
 - Fewer full-time preregistered participants
 - Fewer on-site registrants who purchased Weekend or Daily passes
 - More on-site and part-time registrants, who purchased individual event tickets (instead of passes)
 - More than 50 participants from 2018 did not attend in 2019 (not quite offset by newbies and returnees from before 2018)
- There were several moderate increases in expenses

2019 marked the 40th Anniversary of DCFE's presenting memorable extended July weekends of ethnic/folk dance workshops, contra/square dance workshops, singing workshops, dance parties and other activities in Wisconsin's North-East Peninsula (Door County). DCFE provides a congenial, relaxed community atmosphere that enables participants of all levels of experience and ability to:

- learn fascinating and enjoyable forms of dancing and singing
- celebrate and engage in festive dance parties
- socialize, connect and share experiences with old friends and meet new friends

The fundraising campaign's main purposes are to: (1) retire the remaining debt from the 2019 Festival, (2) raise start-up funds for 2020 Festival, (3) take care of the legal work required to obtain 501(c)(3) status for tax exemption, (4) improve our marketing strategy for sustaining the Festival.

Please forward this document to friends and colleagues who might be willing and able to contribute!