

MoMA

11 West 53 Street New York, NY 10019

November 10, 2016

Jane Doe
4600 Sunset Ave
Indianapolis, IN 46208

Dear Jane:

For almost a century, The Museum of Modern Art has dedicated itself to being the foremost museum of modern art in the world. Through the presentation of exhibitions and programs of unparalleled significance, MoMA seeks to create a dialogue between the established and the experimental, the past and the present, with a public that ranges from scholars to young children. Your commitment to us as a museum member demonstrates you share the values of our mission to encouraging of an ever-deeper understanding and enjoyment of modern and contemporary art.

I'd like to personally thank you for renewing your annual membership with MoMA for the second year.

Your enthusiasm, participation, and support of MoMA's programs and mission is the inspiration for all that we do. I'd like to extend an invitation for you to take on a new role as a donor of The Museum of Art. A gift of \$50 to our annual fund will help us to create exceptional educational programs and continue the care, study, and exhibition of our collection.

The Museum of Modern Art welcomes welcome millions of visitors every year on the local, national, and global level. Without the help of our community MoMA would be unable to open its doors and exhibit the beloved art of our time. Enclosed is a pre-paid envelope, we greatly appreciate your support.

With all best wishes this Thanksgiving & Holiday season,

Glenn D. Lowry

Glenn D. Lowry
Director

P.S. Don't forget to visit MoMA starting November 21st to experience the first US retrospective of Francis Picabia's influential work.