

CALL TO ACTION. HELP GROW DANCENYC.ORG.

Friday, July 15, 2011

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Dear Online NYC Dance Community:

I write you, as a registered user of DanceNYC.org, to share good news and ask you to join us in growing the online footprint for NYC dance.

The news: Dance/NYC received a Bloomberg Philanthropies' Arts Advancement Initiative grant to improve its online services to you and 1,700+ dance artists and managers who registered for the new DanceNYC.org this year to promote their work.

Three ways you can help:

1) [Click here to invest now](#). By securing matching funds of \$10,000, Dance/NYC would fulfill a program requirement and become eligible for further Bloomberg Philanthropies support next year. I hope you will be as enthusiastic about the opportunity as I am and help us achieve this goal.

2) Tell us what improvements to the site would best help you and the field. [Join a community conversation](#). [Take a 5 minute survey](#).

3) And finally, forward, post and tweet this news to your colleagues and friends to grow the online dance community.

Your support of Dance/NYC is an investment in the organization's future and in the future of all NYC dance.

<http://www.dancenyc.org/donate.php>

With thanks for all that you do for dance. Onward!

Lane

Lane Harwell
Director

Dance/NYC's mission is to sustain and advance the professional dance field in New York City-serving as the voice, guide and infrastructure architect for all local dance artists and managers. The organization achieves this mission through three core program areas: advocacy and research, audience engagement and professional development. Visit www.dancenyc.org to learn more about our programs.

[< back](#)

[previous listing](#) • [next listing](#)