

GOODSPEED MUSICALS



**TELLING THE STORY
of the Natalie and Ashton Tenney Rehearsal Studio
and the flood of 2018**

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The Story begins with a Major Gift Opportunity

- In late 2016, Goodspeed's Major Gifts Officer solicits a large gift from a long time donor.
- After many months of discussion, a large gift is settled on and directed to completely renovating Goodspeed's primary rehearsal hall.
- Renovations begin in November of 2017 and conclude in March of 2018 just in time for the first show of the 2018 season, *The Will Rogers Follies*.

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March 13, 2018. First Day of Rehearsal of *The Will Rogers Follies* in the newly renamed Natalie and Ashton Tenney Rehearsal Studio.

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Ribbon Cutting Ceremony with
Natalie Tenney and Michael
Gennaro on August 29, 2018
during rehearsal of *The
Drowsy Chaperone*



The cast of *The
Drowsy Chaperone*

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On the evening of September 25, 2018,
heavy rain storms come through
Connecticut. The lower Connecticut River
Valley was hit particularly hard and East
Haddam experienced flash flooding.

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- Thanks to this video which was posted the night of the flood, folks on social media begin to talk immediately.
- The press department noticed --
- and so did Producer, Donna Lynn Hilton, who was overwhelmed with FB messages of support and offers of help.

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September 26, 2018

GOODSPEED MUSICALS

September 26




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- As we all mucked around the rehearsal hall in boots and heavy gloves cleaning up and removing debris, we quickly knew that we were going to need all the help we could get.
- The Development Office, the Press Office and Producer, Donna Lynn Hilton, began a social media campaign to harness the outpouring of emotion and support from our social media followers.
- What follows are samples of the SOS Fund Campaign


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Facebook
September 27

Initial post:
239 likes,
28 comments,
313 shares

**Goodspeed Musicals**
Published by Elisa Hale [?] · September 27, 2018 · 🌐

SAVE THE STUDIO FUND:
Over eight inches of rain fell on East Haddam on the evening of September 25th causing significant damage from flash flooding. Thankfully the Opera House was not affected and the show will go on but our staff is busy cleaning up damage at other campus buildings. In addition to flooding in the Costume Shop, Scherer Library of Musical Theatre, Music Department and Actor Housing, there was significant damage to the recently renovated Ashton and Natalie Tenn... [See More](#)



0
People Reached

0
Engagements

Boost Post


👍🐶👍 Tom Weiss, Walter Bobby McCoy and 239 others · 28 Comments · 313 Shares

GOODSPEED MUSICALS

Facebook
September 27

This post shared
the flood video

92 Shares
5.4K Views


**Goodspeed Musicals**

Published by Elisa Hale [?] · September 27, 2018 · 🌐

Over eight inches of rain fell on East Haddam on the evening of September 25th causing significant damage from flash flooding. Thankfully the Opera House was not affected and the show will go on but our staff is busy cleaning up damage at other campus buildings. In addition to flooding in the Costume Shop, Scherer Library of Musical Theatre, Music Department and Actor Housing, there was significant damage to the recently renovated Ashton and Natalie Tenney Rehearsal Studio.

So many have reached out to ask how you can help – thank you - in response we have established the SAVE OUR STUDIO Fund.

A little goes a long way! Please consider donating \$10, \$25, \$50 to the Save Our Studio Fund. To make a donation please click here: <https://bit.ly/2N5f2RK> Thank you for your kindthoughts and generous donations!



▶

-0:13

⚙️

📺

🔍

🔊

0

People Reached

0

Engagements

Boost Post

🙏🙏👍 50

12 Comments 92 Shares 5.4K Views

GOODSPEED MUSICALS



Back

UPDATE: Check out this Save Our Studio Fund video

Like Comment Share

 **Goodspeed Musicals** Follow

15 4 Shares

1K Views · about 3 weeks ago

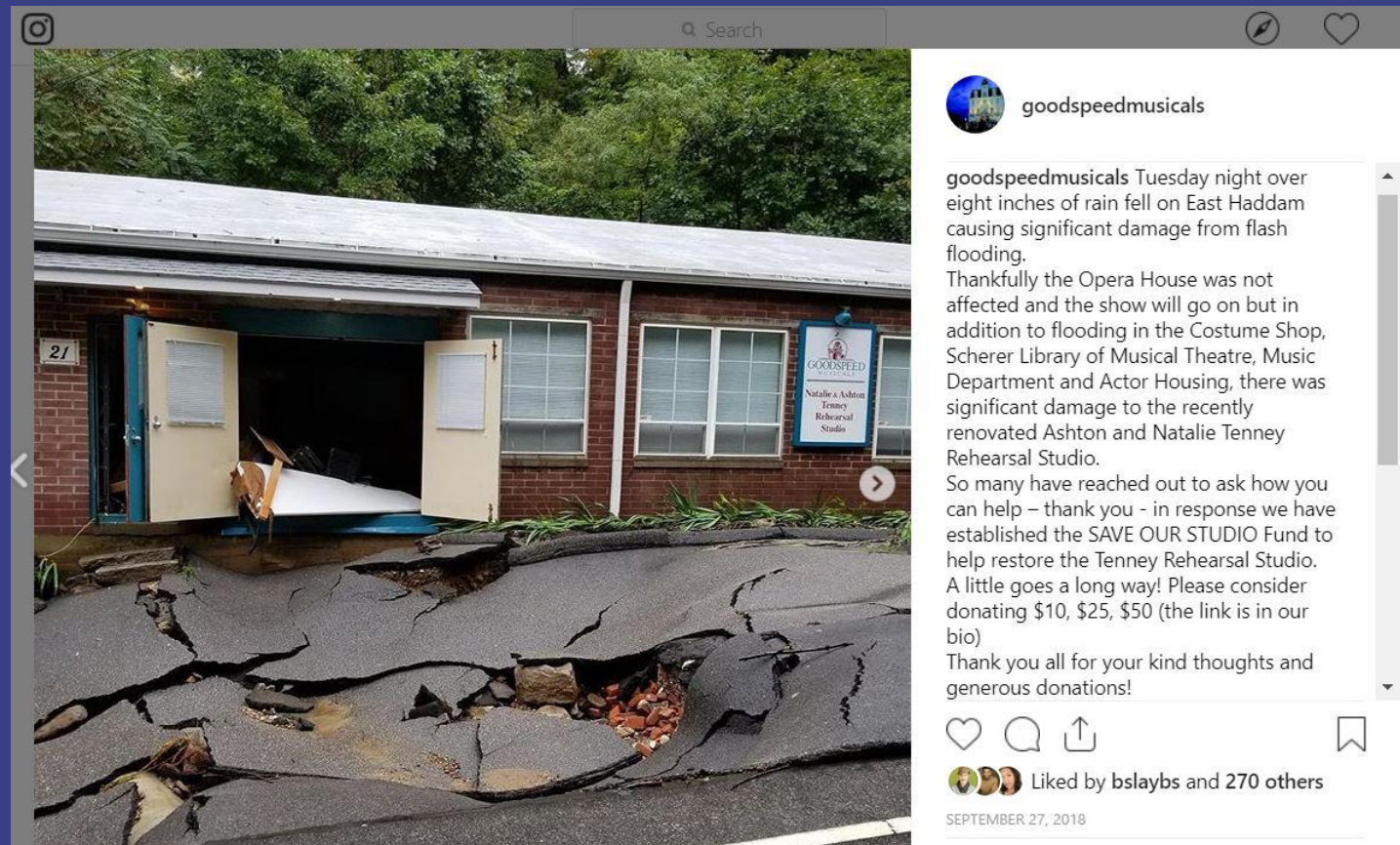
Our 2018 intern @Amanda Cabral recently returned to campus to check in on Goodspeed's Save Our Studio fundraising and restoration efforts to date. As a Journalism and Communications major looking for a unique story to report on, the damage from the September flood, its effect on Goodspeed, the resulting outpouring of support and our progress thus far was a perfect fit for this intrepid undergrad. Thank you for helping us spread the word Amanda!

Facebook Live reporting was done by a UConn communications student as well as by the local NBC TV Station

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Instagram
posts
were
widely
shared as
well

478 Views



goodspeedmusicals

goodspeedmusicals Tuesday night over eight inches of rain fell on East Haddam causing significant damage from flash flooding.

Thankfully the Opera House was not affected and the show will go on but in addition to flooding in the Costume Shop, Scherer Library of Musical Theatre, Music Department and Actor Housing, there was significant damage to the recently renovated Ashton and Natalie Tenney Rehearsal Studio.

So many have reached out to ask how you can help – thank you - in response we have established the SAVE OUR STUDIO Fund to help restore the Tenney Rehearsal Studio. A little goes a long way! Please consider donating \$10, \$25, \$50 (the link is in our bio)

Thank you all for your kind thoughts and generous donations!

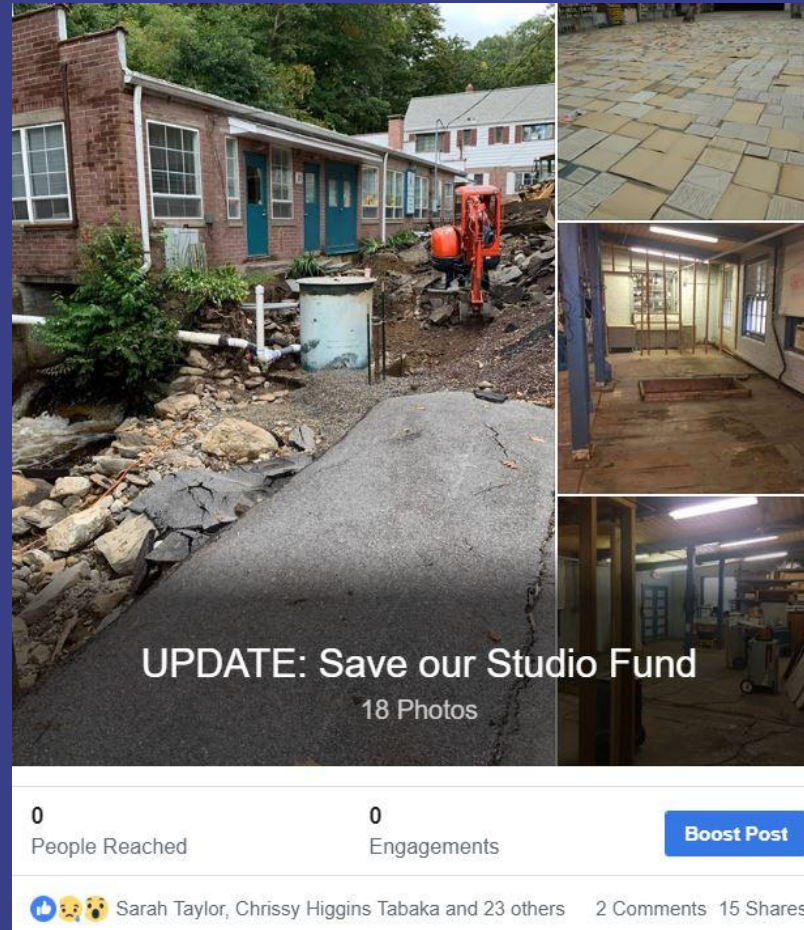


Liked by bslaybs and 270 others

SEPTEMBER 27, 2018

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Facebook
clean-up
update



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The Upshot

- The SOS Fund raised \$53,043 from 215 donors
- 186 of those donations came online
- 82 donors were from Connecticut, 133 from out-of-state
- 148 had never donated to Goodspeed before and 80 of those had no ticket history
- Average gift = \$114.48
- Average gift from online donors = \$70.79
- Average gift from regular Goodspeed donors = \$273.34
- 114 gifts came within the first five days after the flood
- Next 65 gifts came in the 30 days after

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Special
Thank You

2,855
people
reached

**Goodspeed Musicals**

Published by Elisa Hale [?] · November 12, 2018 · 🌐

A huge THANK YOU to the patrons of [Alley Theatre](#) for their generous donations to our Save Our Studio fund!

Last month the wonderful team at Alley Theatre in Houston (no strangers to the devastating losses a flood can cause) decided to pass-the-hat after their performances of Twelfth Night. The community raised nearly \$11,485.00 for the S.O.S fund to help cover our clean-up and restoration.

You deserve a standing ovation 🍷🍷🍷



2,855
People Reached

443
Engagements

Boost Post

 77

9 Comments 10 Shares

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Another
Special
Thank
You

1,556
people
reached

Published by Elisa Hale 171 · November 6, 2018 · 🌐

A HUGE Thank You to our neighbors at [Mikes' Auto Service](#) for their amazing Save Our Studio fundraising efforts! Owners Michael and Jennifer Mikulski collected \$10 per repair order during the month of October to support our restoration efforts. Goodspeed appreciates the generous support of their clients and the entire Mike's team for raising \$1,690 to help us save our studio!



1,556
People Reached

130
Engagements

[Boost Post](#)

👍❤️ 36

1 Comment 3 Shares

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January 10, 2019

The cast of *Devotion*, rehearsing for the Festival of New Musicals in the Natalie and Ashton Tenney Rehearsal Studio

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CONTACTS

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