



Cambridge Main Street
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John Donor
111 Address Lane
Cambridge, MD 21613

Dear Mr. Donor,

The headlines tell the story. The economy is still sluggish. Grant dollars are scarce. Local governments are overextended. In times like these, citizens in towns like ours have a choice. We can sit back and wait out the hard times, or we can step up and lead the way.

Cambridge Main Street is committed to the latter path, and I'm writing today to ask you to renew your annual donation so that we can continue to step it up and make a difference for our community by revitalizing our beautiful old downtown.

Two years ago, we set out to transform Cambridge Main Street into an organization built to succeed in this daunting new environment. We tightened our belts. We sharpened our focus. We asked for more community support. We set out to earn more dollars at events.

These efforts paid off and we are now a stronger organization than ever before. And we are a more effective one as well. In the last 18 months, our volunteers have earned three statewide awards for exemplary performance, most recently for the best business development project in a Main Street community.

A few weeks ago, we organized the biggest volunteer project in our history. More than 120 of our neighbors turned out on June 4 to help with Fresh Coat Cambridge. They tackled painting and repair jobs on 18 different buildings, along with a slew of other beautification projects.

As a new initiative, Fresh Coat exemplifies our determination as an organization to go above and beyond in these uncertain times. The project comes on top of all the work our volunteer teams continue to do year in and year out marketing our downtown, putting on showcase events, and supporting our great shops and restaurants.

All that work is built on the foundation of your generosity as an annual donor. Thanks so much for your support in past years. We hope we can count on your continued support, and we'd greatly appreciate it if you'd consider giving at an increased level this year.

Sincerely,

Jim Duffy
Executive Director

