

CAMPAIGN CO-CHAIRS

Senator Peter G. Fitzgerald
Professor Michael C.J. Putnam
Senator Paul and Christine[†] Sarbanes

March 26, 2010



FROM GATEKEEPER TO GATEWAY

The Campaign for Classics in the 21st Century

Dear Colleague:

HONORARY ADVISORY
COMMITTEE

Garrison Keillor, St. Paul, MN
Erich Segal[†], Oxford, UK
Leonard E. Slatkin, Detroit, MI
Garry Wills, Evanston, IL

[†]deceased

We are writing because we urgently need your help. The Gateway Campaign for Classics is moving toward several key deadlines. We are seeking a total of \$2.6 million to secure every dollar of our \$650,000 NEH Challenge Grant. So far we have raised over \$1.5 million, but that means we have \$1.1 million still to go. As you know, the Campaign's goals aim to serve the needs of Classicists at all levels: for scholars we shall support the American Office of *l'Année philologique*; for teachers we shall improve the quality and availability of resources and recognize truly outstanding teachers; for lay audiences, we shall develop a digital portal and other public programs that will make Classics more accessible than ever. Beyond that, we firmly believe that the endowment created by this Campaign will be an innovation fund that the APA Board will be able to use 25 or 100 years from now for critical needs that we cannot even envision yet.

The NEH has extended our matching fund deadlines, but they will be upon us before you know it. The first deadline comes up in a few months: July 31, 2010. By that date, in order to claim the final installment of our match, we need to have a total of \$2.1 million, i.e. \$600,000 more contributed or pledged than we have now. Then, by July 31, 2011, we must have the entire matching sum in hand in order not to forfeit part of the matching grant.

We confidently expect that part of this sum will come from large grants, and from major donors among lovers of Classics who are not part of the APA, but we know that they are far more likely to contribute their large sums if we can show how dedicated our members are to the goals of the campaign. That's where all of you are needed. If you haven't given to the campaign yet, now is the time to make a two-year pledge-to give as generously as you can in both 2010 and 2011. If you have already given to the campaign, please consider whether you can make an additional two-year pledge.

Are there 250 members out there who can pledge \$500 a year for the two years, thereby providing the campaign with \$250,000? Or 500 who can pledge \$250 a year for two years? Or 750 who can pledge \$100 a year for two years? We know there are. Please give as generously as you can by returning the pledge form on the back of this letter or by making a pledge online at www.apaclassics.org.

Thank you all.

Sincerely,

Michael C.J. Putnam
Campaign Co-Chair

Dee L. Clayman
APA President