






# THE STEP FORWARD CAMPAIGN

Celebrating 40 Years. **Stepping Forward** into the Next 40.









For four decades, Evergreen Theater has been a home for creativity, storytelling, and community. Now, with all our programs finally united under one roof at the historic Helen Keller site, we've reached a defining moment.

We are launching the Step Forward Capital Campaign to raise **\$350,000 in pledges** over the next three calendar years. Your gift will help us:

-  Build a flexible, attractive, comfortable, and accessible performance space that energizes actors, delights audiences, and offers a versatile gathering place for the community.
-  Expand youth programming and community outreach by creating fun, low-cost opportunities for kids and families to learn, grow, and connect.
-  Develop Helen Keller as a shared home for multiple area nonprofits by transforming it into a collaborative hub that benefits the entire community.

Your pledge may be fulfilled at any time or spread across the next three years.

## DONOR PLEDGE LADDER

-  **UNDERSTUDY - \$50**  
Supports the essential elements that keep Evergreen's productions running smoothly and accessible to performers of all ages.
-  **ENSEMBLE MEMBER - \$100**  
Strengthens the collaborative work of cast and crew, enriching both Main Stage and Young Actor performances.
-  **PRODUCTION CREW - \$250**  
Advances Evergreen's artistic mission by supporting rehearsals, required materials, and community building events.
-  **STAGE MANAGER - \$500**  
Drives key improvements that elevate production quality and enhance the experience for actors and audiences alike.
-  **STAR PERFORMER\* - \$1,000**  
Provides major support that enhances our shows, expands programming, and strengthens Evergreen's role in the community.
-  **ARTISTIC DIRECTOR\* - \$2,500**  
Guides Evergreen's long term artistic vision, supporting growth across Main Stage, developing Young Actors, and community engagement.
-  **EXECUTIVE PRODUCER\* - \$5,000**  
Delivers transformative backing that expands creative possibilities and deepens Evergreen's impact across the region.
-  **FOUNDER'S CIRCLE\* - \$10,000+**  
Joins a circle of leaders whose extraordinary generosity shapes Evergreen's future and strengthens its legacy for generations.



## ALL-STAR WALK OF FAME

\*Donors giving **\$1,000 or more** will be honored with an attractive **star-shaped floor decal** displayed in our theatre lobby -inspired by the Hollywood Walk of Fame.

- ◆ Star Performer (8"x8" star) - \$1,000
- ◆ Artistic Director (12"x12" star) - \$2,500
- ◆ Executive Producer (14"x14" star) - \$5,000
- ◆ Founder's Circle (16"x16" star) - \$10,000 (and above)

Each star includes the donor's name, family, or business name with optional recognition for "in memory of" or "in honor of" or anonymous.



## A SHARED FUTURE AT KELLER

Your gift is received through the Evergreen Theater at Keller: Shared Future Fund and is held at the Greater Green Bay Community Foundation, which manages your gift on Evergreen's behalf.

This fund empowers Evergreen's growth while helping build a welcoming hub for local nonprofits, youth arts programming, and community partners - expanding our impact far beyond the stage.

## Did You Know?

### *Real Costs Behind Every Evergreen Production*

Below are **typical community theatre expenses** - the real things your gift helps make possible.

#### **Royalties, Licensing & Orchestration**

- Full length musical: \$4,000-\$8,000
- Straight play: \$1,000-\$2,000
- Young Actor plays/musicals: \$550-\$2,300

#### **Scenic & Technical**

- Major set piece: \$300-\$1,200
- Full scenic build: \$500-\$3,000
- Wireless mic pack: \$500-\$900

#### **Costumes & Props**

- Costuming a musical cast: \$1,500-\$5,000
- Wigs & specialty makeup: \$150-\$600
- Props for a show: \$200-\$800

#### **Stage Infrastructure**

- Stage platforms/risers: \$500-\$2,000 each
- Scrim/cyc: \$1,200-\$3,500
- Drape/legs/borders: \$500-\$3,000

#### **Audience Experience**

- Raised seating: \$12,000-\$15,000 per row
- Theatre chair: \$150-\$350 each
- Program printing: \$500-\$1,000 per show

#### **Operations & Essentials**

- Ticketing/design software: \$300-\$1,200 per year
- Cleaning & facility supplies: \$200-\$300 per month
- Safety/inspection updates: \$300-\$600 per year



**Thank you for your support!** (Questions? Please contact [president@evergreenproductions.org](mailto:president@evergreenproductions.org))

*Evergreen Theater, Inc. is a registered 501(c)(3) nonprofit organization. All gifts are tax-deductible to the extent allowed by law. Please consult your tax advisor regarding your specific situation.*