

Subject: PS 150 auction reaction
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Thread-Topic: PS 150 auction reaction
From: "Judy Levine" <judy@causeeffective.org>
To: "Barry Cherwin" <bcherwin@barrycherwin.com>

Dear Barry –

I just want to express my profound professional, as well as personal, admiration for the job you did tonight. I have seen a lot of fundraising in my 25+ years in the business, but the moment in the direct drive that you dropped the bid level from \$1,000 to \$250 and I could see where you were going, my mouth literally started to drop open. That turn – that one turn – transformed the entire evening from “people buying stuff” into a community supporting its kids.

I have always had a lot of respect for your professional skills, and my regard has grown even greater watching you operate in the current economic climate. You truly helped people become their better selves for an evening, and we were all uplifted as a result (as well as raising much needed dollars for the school!). It was fundraising at its best – a community reaffirming its ability and joy in caring for each other.

My last child is graduating from PS 150 this year but I am hoping to be able to convince other nonprofits I work with to hire you when you are available. I am sure we will stay in touch.

Judy

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