

## Refresh: Triple Canopy's Capital Campaign

To make TC 3.0 a reality, Triple Canopy has launched a capital campaign to raise \$100,000. This support will enable Triple Canopy editors and designers to fully devote themselves to the task of revolutionizing the arts publication for the digital age. Rather than rely on transient design trends and ploys to capture desired demographics, Triple Canopy is taking the time to research the history of technology and publishing. Rather than throw money at a flashy container for generic content, Triple Canopy is seeking to understand and enrich the relationships between writing code and reading poetry, between user interfaces and printed pages, between social media and public space. Triple Canopy is innovating on its own terms—and, hopefully, on your terms, too.

Already, in the first phase of fundraising, Triple Canopy has raised nearly 50% of the projected budget for TC 3.0 from its board of directors and other private donors. Now the success of TC 3.0, the promise of Triple Canopy's work, and the sustainability of the community that has arisen around the organization, is incumbent on your support. Please consider making a donation to support the future of arts publishing.

## Support Levels

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### FRIEND

UP TO \$1,000

Listing on all campaign materials, including donor tribute site and print materials

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### CONTRIBUTOR

\$1,000–\$5,000

One year of Triple Canopy print publications by mail

— *Plus lower-level privileges*

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### SUPPORTER

\$5,000–\$10,000

Invitation to our TC 3.0 preview event with fellow supporters, including presentations by the editors and contributing artists and writers

— *Plus all lower-level privileges*

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### DONOR

\$10,000–\$20,000

Invitation to a special dinner celebrating the launch of TC 3.0

— *Plus all lower-level privileges*

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### BENEFACTOR

\$20,000–\$30,000

Tickets to all Triple Canopy special events throughout the coming year, including the annual benefit gala

Limited edition artwork, signed by the artist

— *Plus all lower-level privileges*

## Contribution Form

Name

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Street

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City

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State

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ZIP

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Phone

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Email

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### Pledge amount

Friend (Up to \$1,000):

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Contributor (\$1,000-\$5,000):

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Supporter (\$5,000-\$10,000):

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Donor (\$10,000-\$20,000):

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Benefactor (\$20,000-\$30,000):

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### Method

My donation is enclosed

I will donate online at: [refresh.canopycanopycanopy.com](http://refresh.canopycanopycanopy.com)

Contact me for payment information

### Timeline

I will make my contribution in full

Please divide my contribution of \$10,000 or more into two equal installments, paid in full by July 1, 2014

### Public recognition

Name as it should appear on campaign materials:

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Please recognize me as Anonymous on campaign materials.

Signature

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Date

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*All contributions will be expressly dedicated to the production of TC 3.0.*

For more information, please contact Peter J. Russo  
at (347) 529-5182 or write to [peter@canopycanopycanopy.com](mailto:peter@canopycanopycanopy.com).

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