



**BOYS & GIRLS CLUB  
OF LAS CRUCES**

March <>, 2023

Name--  
Address  
City/State/Zip Code

Dear (salutation):

Please consider this letter as an invitation for you to make a difference in the future of the Boys & Girls Club of Las Cruces. Your participation in our building campaign feasibility study is absolutely critical to Las Cruces kids and teens.

**We are excited to share that we are officially under contract for the purchase of the Allen Theatres Video 4 property on El Paseo Road, and we are now preparing to renovate this facility to become our new home.** For years, we have dreamed of the day that we can welcome Las Cruces kids and teens to a newer, state-of-the art facility. This new facility will allow us to triple the amount of youth we are able to serve, fulfilling the same mission we have always worked for – building great futures for young people, but in bigger, more meaningful ways.

*Hueston Consulting*, a philanthropic consulting firm, is assisting us in this feasibility study, and your evaluations and judgments will advance this process. We seek your input so that we may make the best decisions possible to ensure the long-term sustainability of our after school and summer programs which benefit children and teens from across the entire community.

My request is simple. Please set aside seven minutes to participate in our online survey at [www.fredhueston.com](http://www.fredhueston.com) (click on “Participate in Survey Now”). The last day to participate in the online survey is **March 24, 2023**. **Please rest assured that your response is confidential.** *Hueston Consulting* merely seeks your input and guidance.

**PLEASE REVIEW THE ENCLOSED CASE SUMMARY AND RENDERINGS IN PREPARATION FOR TAKING THE ONLINE SURVEY.**

The Boys & Girls Club of Las Cruces treasures your advice and counsel. *Hueston Consulting* will keep your responses confidential. Thank you for your anticipated participation in our research, as we believe your partnership with us will address a long-term solution to expanding our capacity so that we can offer access to as many young people who need our programs as possible.

For the kids,

Ashley Echavarria  
Chief Executive Officer

Enclosures

**GREAT FUTURES START HERE.**

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