

武 德 館 **The One And Only**  
**Moo Duk Kwan®**  
*Embrace It • Protect It*



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July 12, 2015

Dear <name>,

I hope this letter finds you and your family happy and healthy.

I am writing you today with high hopes that you will join me in a personal fundraising campaign that I am calling ***"The One and Only Moo Duk Kwan"*** with proceeds supporting the Federation's ongoing There Is Only One Moo Duk Kwan campaign.

There is a need now more than ever to embrace the Moo Duk Kwan and protect it and together we can.

As you know the US Federation has been involved in a lengthy and costly legal battle seeking to protect and maintain the integrity of our intellectual property and the registered trademarks of Moo Duk Kwan® and Soo Bahk Do®. As a fellow Ko Dan Ja I urge you to consider how very important it is that we set the example by our efforts to protect our Moo Duk Kwan identity and preserve the gift the founder has given us in this unique martial art. We, above all others, must not forget how unique and special this gift is and how fortunate we are to be a part of something that others are not. If we, as direct representatives of our Kwan Jang Nim do not fight to protect it, then anyone will be able to attach themselves to our unique 70 years of history and before we know it our history won't be unique at all.

I am very confident that together we can collectively raise much needed funds to help bring this current matter to a close provided that you join me and commit to do your small part.

I have also personally reached out to all Ko Dan Ja who are studio owners and requested each studio owner to set a goal to host a fundraiser to raise \$1,000 **between July 1 and October 1, 2015** with us collectively raising \$100,000 in this short time.

**I have had unbelievably supportive responses from studio owners making commitments to raise funds for this campaign.** I am now reaching out to you in hopes that you will accept my personal \$100 challenge that gives you the opportunity to contribute individually so you can be recognized when we present our results to Kwan Jang Nim at the 70<sup>th</sup>.

There are almost 300 Ko Dan Ja in the Federation who are direct representatives of the Kwan Jang Nim and the Moo Duk Kwan® and I am asking you as a fellow Ko Dan Ja to match my contribution of \$100 by sending your check to Headquarters or by remitting your donation online or by donating through a studio fundraiser.

Your personal support and leadership example are much needed at this time.

Please make your checks payable to the “**United States Soo Bahk Do Moo Duk Kwan Federation**” (donations are not tax-deductible) and provide your email address on the memo line of your check and remit to

Moo Duk Kwan Defense Fund  
United States Soo Bahk Do Moo Duk Kwan Federation  
20 Millburn Ave, Floor 2  
Springfield, NJ 07081

You can also make your personal contribution online:

<http://legacy.soobahkdo.org/help-preserve-moo-duk-kwan-legacy/>

Lastly, I want to thank you for your consideration of this request. I plan to publicize and recognize you when you join me in this extremely important undertaking.

Kwan Jang Nim has endorsed this campaign and is hopeful that you will get involved.

We as members of the Moo Duk Kwan come to the aid of many local needs and charities such as youth activities, animals, the disadvantaged, those with cancer, the heart association, sexual assault and domestic violence victims, etc., etc. ...these are all very worthy causes.

From now until October 1, 2015 let's work together to secure the future of our martial art and the Moo Duk Kwan® identity, this is also a worthy cause.

Please join me so that it will be possible for us to present a check for the U.S. Federation to the Kwan Jang Nim at the 70<sup>th</sup> celebration in Korea. Let's show the world the degree of support we have for the Moo Duk Kwan® legacy that his father entrusted to us.

In Moo Duk Kwan,



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P.S. I look forward to you joining me by matching my \$100 donation even if you have already given before as I have. Thanks!