

MMM, DD, YYYY

Donor Name  
Address line 1  
Address line 2

Dear Donor,

For all Americans, the last few weeks have been a time of turmoil and anxiety. For all parents, the last few weeks have been a time of concern for our children and their futures. Immediately after the attack, I called my daughter, Katie, a sophomore at Bellarmine. In my mind, I knew she was nowhere near the devastating attack. As a mother, however, I just needed confirmation that she was okay. Many parents of Bellarmine students, I am sure, did the same. I was comforted to learn that Dr. President's Name had canceled class and all activities so that our children could attend the many prayer services that were held on campus.

I must say that this response did not surprise me. Katie is my second child to attend Bellarmine and in all of my experiences with Bellarmine, I have found the staff and faculty to be incredibly supportive of my children. I have an immeasurable amount of respect for the faculty that have provided so much one-on-one attention to my children. The same respect is due to the staff behind the scenes that ease the concerns of parents like me on a daily basis. Bellarmine has provided so many opportunities for Katie to become active on campus. At the same time, Bellarmine offers opportunities for parents to become involved. As a member of the Parents Association, I have participated in both the Family Weekend Brunch and the Residence Hall Move-In Day.

There is also another way that parents can participate - through philanthropic support. While I know we are making sacrifices to send our students here, Bellarmine's tuition is approximately 20% below the national average. Please keep in mind that tuition only covers 84% of the operating costs of the University. Our philanthropic support is essential to the health and continued success of the university. In addition, when we contribute to the Annual Fund, we are sending a valuable message to our children that we believe in their educational pursuit. We are leading by example and telling our children that philanthropy is important and should be a part of each and everyone's lives. We hope that you agree. A Bellarmine student will be calling to ask you to support the University and to answer any questions that you might have. When the Bellarmine student calls, please join us in supporting excellence with a pledge of \$250, \$150, or \$50. I am also enclosing a return envelope for your convenience. Thank you in advance for supporting academic excellence and continuing the tradition of Bellarmine University.

There was never a doubt in my mind that I should encourage Katie to attend Bellarmine. In these times of turmoil, we should feel relieved to know that our children are in an environment that is both safe and encouraging. I hope that you will help Bellarmine to continue the tradition of educational excellence for our children and students to come.

Thank you,

Parent Name

P.S. You can double, even triple the impact of your gift. Over 1,000 area employers are eager to help by matching your gift to education. Just ask your human resources office for a matching gift form and mail it with your contribution to Bellarmine.