

Date

Name

Address 1

Address 2

City, State Zip

Dear (Mr. / Mrs. Donor),

Some amazing things are happening at Murray State University. I'd like to share with you a few of the many examples of the exciting achievements at MSU:

- **MSU Holds National Rankings** - U.S. News & World Report has just recognized Murray State University's continuing excellence as a top tier university for the 15th consecutive year. We have been ranked ninth in the nation by overall score among all public masters' universities and named in the South's best Master's Universities "Great Schools at a Great Price" category.
- **High Retention Rate** - Murray State's very respectable 77.8 percent retention rate for new freshmen has had an enormous impact on the continuing increases in both enrollment and graduation.
- **High Graduation Rate** - Murray State has the second-highest graduation rate among Kentucky's public universities, just behind the University of Kentucky. The university excels at turning out graduates who fare well in the outside world, with 92 percent of Murray graduates employed or in graduate/professional school within six months of leaving the university.

Investment in Murray State by loyal donors like you is a major factor in our success. Your generosity provides the resources to realize achievements like those above in *every area* of the University. Recently your support has been missed. To continue these successes, I invite you to rejoin us this year with an investment in Murray State University and its students!

For your convenience, I have enclosed a pledge card that includes some of our top priorities for funding. Every investment makes a difference. On behalf of all those who benefit from your commitment - from Murray State students and the community affected by our programs - thank you for your past investment in Murray State University and for your consideration this year.

Sincerely,