

Month dd, yyyy

«FULL»
«ADDR1»
«ADDR2»
«ADDR3»
«CITY», «STATE» «ZIP»

Dear «FIRST»,

While speaking recently with a phone-a-thon caller, you mentioned that you are interested in offering your support to Berklee College of Music's Annual Fund. **I hope you will consider a gift of \$75 for this year.** As a member of the Berklee alumni community you have an exciting chance to have a positive impact on the college. **Alumnus and trustee. _____, '82 has issued a challenge to you. He will make a \$65,000 gift if 1,300 alumni make a gift in any amount to the College. Your gift of \$75 would help us reach this goal and *we need your support today!***

Your participation in the Berklee College of Music Annual Fund is crucial in supporting financial aid for students, faculty and curriculum development, as well as cutting-edge technology. Your participation also allows us to seek additional funding from corporations and foundations who look at the percentage of alumni and parents who are participating in the Annual Fund when considering making gifts to the College.

If you have already made a gift, please accept my sincere thanks on behalf of the college. If it's still in your "to do" pile, please make your gift today. To make a gift online please visit www.berklee.edu/giving. If you wish to mail your gift in please use the enclosed envelope and take a moment to update your information on the back of this letter.

Thank you so much for your commitment to Berklee students and helping us meet this challenge!

Sincerely,

Assistant Vice President for Institutional Advancement

P.S. With you gift we are one closer to meeting the challenge and securing a \$65,000 gift to the college!