

Non-Donor Challenge Letter

Date

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Dear XXXX,

I hope you'll take this \$10,000 check and hold it for a moment. If you do, you'll know how I felt when I discovered Midwestern State has been favored with a very special kind of financial support.

This check represents a \$10,000 matching gift to help kick off Midwestern's new Annual Fund Campaign. It comes from Donor Name, an MSU graduate and a great friend of the university.

He's so interested in encouraging you and all our other alumni to support MSU's Annual Fund Campaign, he'll match every \$1 you send in support of this year's Annual Fund Campaign with \$1 of his own!

That means if you can send a gift of \$100, \$75, \$50 or \$25, Carroll will double it. If you send a gift of \$100, he'll transform it into \$200 and so on. And he'll double every gift you and our other supporters send -- up to \$10,000!

I hope you feel the same way about the university as Donor Name does when he says, "Midwestern State University provided me with an education which taught me how to live a productive life. I count it a privilege to be able to give something back to MSU."

What a great endorsement! And I hope you'll endorse Midwestern today with your own gift that Donor Name will match dollar-for-dollar. There's so much going on at MSU these days. Our Sunwatcher Village residence hall is now complete and houses 330 students. We've awarded more than 3,500 student scholarships to MSU students, providing more than \$2 million in financial assistance.

Midwestern has become a national and international university with students from 46 states and 36 countries. We now have a record enrollment of 6,480 students. We even have more than 600 students enrolled in courses offered over the Internet.

The university brings world-renowned leaders and high quality programs in the performing arts to the campus in the Artist-Lecture Series. The Honors Program offers high achieving MSU students a challenging premier undergraduate learning experience and promotes MSU as the center of intellectual growth and development in North Central Texas.

All of those are great reasons for you to help make sure the university gets the full value of Carroll's special \$10,000 matching gift. Won't you send your tax-deductible gift today?

Your financial support of our new Annual Fund Campaign will provide strong support to help MSU achieve its goals. You'll help give the university the flexibility to invest in faculty and staff, enhance academic programs, boost athletics, strengthen student programs and scholarships and continue making campus improvements, as well as improve the quality of life on campus.

And remember – Donor Name is going to double whatever gift you send! Your gift will be a springboard for others to give, so I'll hope you'll respond quickly. Early gift totals will encourage other alumni to give, and you'll be helping get this new Campaign off to a great start.

Thanks in advance for being part of this special “matching effort” to help get our Annual Fund Campaign off to a great start.

Sincerely,

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P.S. It's not every day that people agree to support Midwestern State with a \$10,000 matching gift. Remember...if you make a gift of \$100, it will become a \$200 gift to our Annual Fund Campaign! Thanks for being part of this special effort to help Midwestern. **It's your university!**