

Month dd, yyyy

Mr. Steve Jones
1234 Main St.
Anytown, TX 77888

Dear Steve,

Abilene Christian University needs your help, and so do I. As we enter our Centennial year, we in the process of surrounding ourselves with a dedicated, exceptional core group of volunteers to help us reach our goals.

We are in the midst of our most ambitious, intensive fundraising effort in ACU's history in our *Centennial Campaign: Called to Faith and Excellence*. This campaign includes components dedicated to growing the university's endowment, funding selected capital projects, and providing ongoing budgetary support through the Annual Fund.

You've already served the university with distinction in so many ways as a donor and volunteer. Now I'm asking you to consider committing to a new, four-year volunteer role as the Class Agent for the Class of _____. A job description is enclosed for your review. I have asked _____, who is our newest Annual Fund Co-Chair, to contact you and share _____ experiences so you have a better idea of what to expect in this role before you commit.

If you accept this role, you will be serving with other class agents alongside our Annual Fund co-chairs: _____, Kay (Jones '62) Smith, Jeff Smith ('77), and Wynn (Jones '92) Smith. This team, along with the Development Programs Office, will work together to encourage gifts to the Annual Fund among all of the non-reunion classes. Class agents are crucial in keeping our alumni connected and giving between reunion cycles.

Steve, please prayerfully consider this special partnership with ACU. Your help is needed, but we hope that those who agree to serve will do so after seeking God's guidance and the counsel of their family. So I am lifting this matter before the Lord, asking Him to guide your thoughts regarding this opportunity and to lead you in your decision.

I look forward to hearing your response and hopefully working with you in this important role. Thank you for your consideration of this request to serve.

For the Purple and White,

President

Enclosure: Annual Fund Class Agent Job Description