

Benjamin Franklin so eloquently stated, "An investment in knowledge always pays the best interest."

August 10, 2009



[First Name] [Last Name]
[Address Line 1]
[City], [State] [Zip]

|||||

Dear [Name]:

Over the past year as I've met with alumni across the nation, I've come to realize that we all have a personal stake in the future of the University. The commitment of all of us who are closest to Cumberland and know it best will motivate and inspire other donors as they consider their support. That is why I am writing to you today. Every additional alumni donor provides an incremental increase in Cumberland's ability to meet more needs and embrace new opportunities. Your participation and support are needed.

All gifts made to the *Cumberland University Annual Fund*, regardless of their size, have a significant impact on the seemingly small things on campus. These gifts make a difference in the lives of real people. Wherever they are earmarked, these gifts help address specific needs. They are as meaningful to the students and faculty who benefit from them as are the mammoth gifts that underwrite entire programs.

Where will your gift go? It may help underwrite the scholarship of a student whose family could not otherwise afford Cumberland's tuition. It may help pay for new computers and the latest in cutting-edge technology. Or it may support upgrades to the residence halls or library.

As alumni, we are important players in Cumberland's continued success. In anticipation of the University's 168th anniversary, let's remember that Cumberland can only be as good as we alumni help make it. Generous alumni helped make our Cumberland education possible. Let's carry on that tradition.

By writing a check today, you can assist Cumberland University in carrying out its educational mission. If you need information on how you can further support CU, please email me at alumni@cumberland.edu or call me at (615) 547-1253. I am always eager to hear from you.

Sincerely,

Justin B. Bradford '08
Coordinator, Alumni Relations & Annual Giving

P.S. Don't forget—you can double or even triple your gift to CU if the company you work for matches employees charitable giving.



Honor the past. Support the future!

[First Name] [Last Name]
[Address Line 1]
[City], [State] [Zip]

Please accept my gift to the 2009-2010 Cumberland University Annual Fund in the amount of:
 \$75 \$125 \$250 \$500 \$1,000 \$2,500 Other \$ _____

This gift is designated for:

- | | |
|---|---|
| <input type="checkbox"/> Academic Development (area of greatest need) | <input type="checkbox"/> School of Nursing |
| <input type="checkbox"/> School of Business & Technology | <input type="checkbox"/> General Scholarship Fund |
| <input type="checkbox"/> School of Education | <input type="checkbox"/> University Library |
| <input type="checkbox"/> School of Liberal Arts & Sciences | <input type="checkbox"/> CU Athletics |
| <input type="checkbox"/> School of Music & The Arts | <input type="checkbox"/> Other _____ |

Please charge my VISA MasterCard American Express
Credit Card # _____ Exp. Date _____

Signature _____

Enclosed is my check made payable to Cumberland University. [Account]/[Appeal Code]

Join the Cumberland Circle of Friends

Annual Levels of Support:

- Chairman \$25,000 and above
- Trustee \$10,000 to \$24,999
- President \$5,000 to \$9,999
- Dean \$1,000 to \$4,999
- Friend \$1 to \$999

Consider making your gift online at www.cumberland.edu/giving



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[First Name] [Last Name]
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Dear [Name]:

My role as executive director for development and alumni relations brings many joys with it, but one of the best is seeing the spirit of giving in the generous people who help support the University. The focus of giving is unique to each, but in all, I see a sense of fulfillment that comes from knowing the gifts they make will have a significant impact and leave a legacy to their vision and generosity.

That spirit of giving has taken on additional meaning in recent months. During this time, I have observed that the intangible rewards of giving become even greater during a time of unease. Being in a position to help others, lifts givers' spirits at a time when they feel unable to influence other events. When you give, you join and reinforce the commitment to Cumberland that stretches back to its founding in 1842.

Your gift to *Cumberland's Annual Fund* matters because it makes a difference by providing critical support to nearly every department and program at the University. Larger, once-in-a-lifetime donations are certainly always needed, but smaller, annual gifts are vitally important for numerous purposes such as student scholarships, recruitment of the best and brightest faculty, the latest in cutting-edge technology, and more.

If you are a regular donor, I thank you for your continued support. If you have not given to Cumberland in awhile, I hope you'll consider giving again. And in doing so, you will know the joy of giving to this special place called Cumberland.

Thank you for making a difference and for being our partner in educating the leaders of tomorrow. If you need information on how you can further support Cumberland, please email me at advancement@cumberland.edu or call me at (615) 547-1269. I am always eager to hear from you.

Sincerely,

Jonathon L. Hawkins
Executive Director, Development & Alumni Relations

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