

Month dd, yyyy

Dear Friend,

I invite you to partner with \_\_\_\_\_ as we prepare for our Fall yyyy Annual Fund Phone-A-Thon. I want to expand the incentive program for our student callers but need your help to make it happen. Offering prizes in the form of gift certificates, etc., creates great excitement and enthusiasm amongst our students. Their enthusiasm will result, in turn, in a more successful campaign. In addition to familiarizing our students with local businesses, we will add your business name to our Sponsor Board.

Our students will conduct the Phone-A-Thon in the evenings from Month dd through Month dd yyyy. The money raised by our students will be used for \_\_\_\_\_ Annual Fund. The Annual Fund is a critical factor in the vitality of the University. Small class sizes, rich campus opportunities and close personal attention are all a part of the experience found at \_\_\_\_\_. While tuition covers a large part of these expenses, gifts to the Annual Fund help to bridge the 16% difference between the price of tuition and fees and the actual cost of a \_\_\_\_\_ education and also help maintain financial aid to more than 80% of our students.

\_\_\_\_\_ is committed to developing students into strong leaders. **Your** partnership can help! I am enclosing a return envelope for your convenience. Thank you for your consideration, I look forward to your response.

If you have any questions, please do not hesitate to call me at 999/999-9999.

Sincerely,

Director of the Annual Fund

Enclosure