

December 15, 2008

Addressee Formal
Street 1
Street 2
City, State Zip

Dear [insert Salutation Informal],

I have a special fondness for UW-Fond du Lac. When I arrived on the still-new campus in 1969, I was uncertain about my future. I lived at home, worked, studied and played basketball. And, with the help of caring faculty, I found my talent and my profession. Since earning my bachelor's degree, I've lived in the area—like 60 percent of past UW-FDL students—using my education and the skills I honed on campus. I credit UW-Fond du Lac with much of the success and contentment of my life.

As special as my UW-FDL experience is to me, it is not unusual. *Your* story may mirror mine. Many students have had similar positive experiences while attending classes here throughout the last four decades. Community and caring are hallmarks of this campus.

Students today tell us they enroll here largely due to the quality University of Wisconsin education they receive, within proximity of their home—the same reasons students chose UW-Fond du Lac when the campus opened 40 years ago. A recent survey shows more than 95 percent of past UW-FDL students reported satisfaction with their time on campus, and that nearly 90 percent cite it as vital to their careers. This campus clearly meets an educational need in our area.

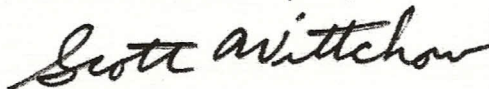
But, meeting this need creates a need: We need your ongoing support of programming that is not funded by state budgets. This includes providing and increasing scholarships for students, curriculum enrichment, investments in campus enhancements, and educational and cultural opportunities, such as concerts, drama and lectures.

Your gift will provide this vital support, touching many lives in the process.

I recognize that this continues to be a financially challenging time across our nation, and here in Fond du Lac. Your gift this year is more important than ever. And, you know first-hand that UW-Fond du Lac is a solid investment.

Please join me in making a gift to the campus this year. To commemorate our 40th anniversary, I hope you will consider a gift in a multiple of \$40 to honor the history of academic excellence on this campus. Would \$40, \$400, or even \$4,000 be possible for you this year? Your gift translates directly into personal and professional enrichment through education, and continues to grow and flourish in the communities where our graduates live, for generations to come.

With thanks and alumni pride,



Scott Wittchow (UW-FDL 1969-1971)
Past President, UW-Fond du Lac Foundation Board of Directors

Board of Directors

Tony Barthuly
Lyle Birschbach
Richard L. Blamey
Daniel Blankenship
Joseph Braun
Allen Buechel
Thomas B. Bullock
James Gilmore
Mark Hopper
Laurie Krasin
Michael H. Krueger
William C. Mauthe, Sr.
Mary Jo Merwin
James W. Neumann
Martin S. Ryan
Leo Santini
John Scotello
Deb Springborn
James P. Thomas
Jack Twohig
Scott Wittchow
John K. Wright
Marilyn J. Zangl

Christa Williams
Executive Director

