

November 21, 2008

[Addressee Formal]  
[Street 1]  
[Street 2]  
[City, State Zip]

Dear [insert Salutation Informal],

As we approach this thankful season, I want to first and foremost express my gratitude for the contributions you have made to the UW-Fond du Lac campus. Thank you for understanding how your personal commitment to this campus resonates through so many lives—and for so many generations—in our community.

Students today tell us they enroll here largely due to the quality University of Wisconsin education they receive, within proximity of their home. These are the same reasons students chose UW-Fond du Lac when the campus opened 40 years ago. Recent campus research shows that more than 60 percent of past UW-Fond du Lac students continue to live within 40 miles of Fond du Lac. This campus clearly meets an educational need in our area.

Because you've given before, you understand that meeting this need also creates a need: The need for your ongoing support of programming that is not funded by state budgets. This includes providing and increasing scholarships for our students. Through your generous annual gifts, you also make possible support for programming that enriches student learning, investments in campus enhancements, and support of educational and cultural opportunities, such as concerts, drama and lectures.

**Your gift provides 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. We are an investment you can count on. Your gift translates directly into personal and professional enrichment through education, and then continues to grow and flourish in the communities where our students make their lives.

Please join me in making a gift to UW-Fond du Lac this year. To commemorate our 40<sup>th</sup> anniversary, I hope you will consider a gift in a multiple of \$40 that honors the history of academic excellence on this campus. Would \$40, \$400, or even \$4,000 be possible for you this year? Your gift is an investment in our continuing commitment to serve the educational needs of our shared community.

With sincere thanks,

Christa Williams  
Executive Director, UW-Fond du Lac Foundation, Inc.

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