Dear Preferred Name/JNT Salutation,

As you well know, our society’s challenges are more global and interconnected than ever. These complex problems demand conceptual understanding, critical acuity, and practical know-how. They demand globally aware, culturally sensitive perspectives informed by the expertise of multiple academic fields; and they demand an understanding of technology, institutions, hearts, and minds. In short, our society needs the kinds of graduates Bryn Mawr’s rigorous liberal arts education produces.

It is in the spirit of our enduring excellence and our longstanding refusal to accept the status quo that we launch Defy Expectation, the comprehensive campaign to ensure that the best is yet to come for Bryn Mawr. With your help, Defy Expectation will expand support for our students and faculty and transform our campus so that we can continue to be not only one of the best women’s colleges, but one of the finest liberal arts colleges in the world. It will help our graduates continue to be the change the world needs.

With a goal of $250 million, the campaign is...

- **For our students**: to bring the best and brightest students here without regard to their financial need, to enhance the experience of all students while they attend Bryn Mawr, and to prepare them for success in the world beyond our campus.
- **For our faculty**: to attract and support outstanding faculty and to provide them with the tools and the environment they need to be both outstanding teachers and renowned scholars.
- **For our campus**: to ensure that our infrastructure matches the excellence and ambition of our community, and to steward the historic, iconic campus that is Bryn Mawr.
- **For today**: to elevate The Bryn Mawr Fund so that we can not only provide excellence in all that we offer, but can dream big and seize opportunities as they arise.

This campaign is a momentous effort, and it is possible only with the leadership, commitment, and generosity of Bryn Mawr alumnae/i, parents, and friends. Each year, more than 6,000 dedicated donors give to Bryn Mawr College. Your gifts, large and small, have a powerful collective impact. Through this campaign, you have the opportunity to greatly expand this impact.
The Bryn Mawr Fund is at the core of this effort, and supporting The Bryn Mawr Fund each year is key to ensuring the brightest possible future for our students, the most illuminating work from our faculty, and the infrastructure to make it all possible. Additionally, your engagement, your philanthropy, and your vocal pride will accelerate the intellectual ambition and achievement that have always been at the heart of Bryn Mawr.

Your support of The Bryn Mawr Fund will enable us to strengthen programs for today and tomorrow. I encourage you to become part of Defy Expectation and to share in its potential to build an even better Bryn Mawr for the future and for the world.

Best regards,

Kimberly W. Cassidy
President

P.S. So that you can share in the excitement we’re feeling here on campus, I enclose a small token to mark the launch of the Defy Expectation campaign. Please use it to declare your Bryn Mawr pride! Share your own Bryn Mawr stories by using #ExpectBrynMawr on Facebook, Twitter, and Instagram. Make a gift by visiting brynmawr.edu/giving.