September 2018

Dear «Preferred_Frist_Name»,

Thank you for your service to Bryn Mawr! We are grateful and proud to be among a community of Bryn Mawr women so dedicated to serving women’s education. As members of the Alumnae Association Executive Board, our most important role during the College’s Defy Expectation Campaign is to keep our alumnae community actively engaged with Bryn Mawr and to advocate the importance of supporting current and future generations of Bryn Mawr women.

Together as volunteers, we inspire our classmates to follow in our example and giving is one of those examples we like to set. However, each year over 200 alumnae volunteers do not financially support Bryn Mawr and, therefore, impact the growth of the College’s Alumnae Giving Rate. So with this in mind, the Alumnae Association and the Executive Board are launching a special Challenge to inspire greater volunteer giving participation this year and beyond. Please join us!

To kick things off, for every volunteer who commits to a multi-year gift, an additional $200 will be contributed to Bryn Mawr.

Why are we doing this? Because our Alumnae Giving Rate is important to Bryn Mawr. It’s factored into the methodology of college rankings; it is looked at by foundations when considering funding opportunities; and it’s seen by prospective students as a key indicator of how alumnae feel about the College today. As our alumnae base grows, the College needs additional donors each year to have a Giving Rate that is competitive with our peer institutions. This year, it will take 150 additional donors to increase our current rate just 1%. As volunteers, we are a group who can really move this mark for Bryn Mawr. We hope you will take advantage of this offer that inspires your classmates to follow your lead, adds value to your gift, and greatly benefits current students.

(over)
Enclosed is a special pledge form. You can make a multi-year pledge by either signing up to give monthly, or pledging to give a single gift for three or more years. *If you already have a multi-year commitment – thank you! To participate, simply increase or extend your pledged commitment.*

Thank you for considering this special opportunity. Enclosed with our letter is the appeal your classmates are receiving from Bryn Mawr’s Chief Enrollment Officer Cheryl Lynn Horsey, PhD ’99, highlighting the impressive class of 2022. Collectively, our gifts speak volumes in so many ways and provide much needed support for the amazing young women attending Bryn Mawr today.

With sincere gratitude and warm regards,

Linda Friedrich ’89
Bryn Mawr Fund Chair

Saskia Subramanian ’88
Alumnae Association President

P.S. You can make your commitment online as well at [www.brynmawr.edu/volchallenge](http://www.brynmawr.edu/volchallenge). For questions, contact Mary DiMarino, Director of Annual Giving at mdimarino@brynmawr.edu or (610) 526-5123.