Dear First Name,

Greetings, member of the excellent Class of 1962! We’re especially pleased to be writing to you today after a rewarding visit to Bryn Mawr in September for the Annual Volunteer Summit and the inauguration of Kim Cassidy as the 9th President of Bryn Mawr College. A less solemn, more joyful occasion is hard to imagine. The inauguration was marked by happy hooting and hollering, Anassa Katas, and frequently punctuating applause. The current students’ enthusiasm for K’Cass (her hash tag is pronounced as you might guess) was palpable and the warmth expressed by the speakers for Kim was sincerely personal. With her tenure as professor of psychology, provost and instigator of academic innovation, sports coach and athlete, she begins her new position with a deep understanding of what it means to be a Bryn Mawr woman.

While walking about our lovely campus, we came across a beautifully-shaped Frontier elm, planted directly in front of Merion, one in a row of five such trees. Underneath is a bronze plaque honoring the Class of 1962, presented by Barbara Paul Robinson. Diana has photos of this to share if you would like to see it. Thank you, Barbara!

During this weekend, we also viewed Marlene Dubin’s dramatically colorful paintings at the Cosmopolitan Club in Philadelphia and met with area classmates for a delicious lunch. The following week, we joined D.C. area classmates at Louise Weingarten’s apartment for tea and lively conversation. What impresses us most about all these gatherings is how interesting, involved, and fun we are, and how easy it is to strike up a significant conversation with women from our own or other classes whom we didn’t know or knew only slightly. This sense of community is not a given—it is special for alumnae of Bryn Mawr College.

Overall, we feel fortunate to be graduates of such a fine institution. The icing on the cake? Others outside the College see it, too. For the third year in a row, Washington Monthly ranked Bryn Mawr #1 among liberal arts colleges. This is a ranking—based on social mobility, research, and public service—of which we can be very proud! If you have not already made a gift, we hope you will express your pride at this time by making a gift to the The Bryn Mawr Fund.
We know that many of you made a special gift at Reunion, and for that we are most grateful, but constancy is also important. More than 400 of our Bryn Mawr alumnae give during a reunion year but then discontinue their support the following year. Countering this drop-off improves our rankings in publications such as US News and Forbes—rankings that high school seniors, parents, and grant-making organizations consult. Moreover, every gift made since our 50th Reunion counts towards our Class gift at our next Reunion, thus recognizing the importance of consistent giving.

Consistent giving enhances the impact we alumnae can have in the lives of students. We can help more than 200 students receive funding every summer to take on internships, community service work, and science research. We can help more than 500 students collaborate with faculty on independent projects. And we can help that seventy-six percent of students who depend on financial aid in order to come to and remain at Bryn Mawr. So even though our next reunion isn’t until 2017, let’s come together as a class to pledge more consistent support of these new members of our special community.

Your gift to The Bryn Mawr Fund helps to make every aspect of the student experience possible. Here are some giving options for you to consider:

- **Make a gift at brynmawr.edu/make a gift.** The Bryn Mawr Fund gifts meet the College’s most pressing and immediate needs, including the ever-increasing need for financial aid. *Bryn Mawr’s fiscal year runs from June 1, 2014 to May 31, 2015.*

- **Monthly giving** allows some of our classmates—maybe you—to make a larger annual gift through smaller monthly payments. *For example, a monthly gift of $25 becomes $300 over the course of a year. Or you might use monthly payments of $209, perhaps combined with a matching gift, to join The Slade Society of leadership donors.*

- **Matching gifts** are great ways to multiply the impact of your giving. *New! You can now go online to see if you or your spouse/partner’s employer has a matching gift program. Visit www.brynmawr.edu/giving/matching-gifts.*

Thank you so much for your thoughtful consideration. Please know that your involvement in the life of the College—in keeping Bryn Mawr flourishing—is very much appreciated.

Warm regards,

P.S. If you would like to join the gift committee, please contact [ ].