November 2014

Name
Address
Address
City, St Zip

Dear First Name,

Greetings, Class of 199X! We’re thrilled to be writing to you after a fun-filled visit to Bryn Mawr in September for the annual Volunteer Summit… and, more importantly, for the inauguration of our ninth president, Kim Cassidy.

While not a Bryn Mawr grad, one could argue that President Cassidy (or K-Cass, as the students call her) is a member of our class. Kim arrived at Bryn Mawr at the same time as many of us – the fall of 199X – as a lecturer in Psychology. Some of us fondly recall her as a teacher and mentor. This has not changed: it’s clear that today’s Bryn Mawr students continue to feel a deep connection with her. Watching Kim be inaugurated as President of our College made us feel enormous pride – and we bet you feel the same.

We’re not going to beat around the bush – you know why we’re writing. Tuition dollars keep the College running for only 66% of the school year – the Bryn Mawr Fund does the rest. Let’s make a strong statement of support for Kim and the College through our philanthropy in her inaugural year!

One of the easiest ways to do this is to sign up as a monthly donor. You’ll receive the form by mail, or you can go online to www.brynmawr.edu/makeagift. Even $5 or $10 a month adds up to make an important contribution, demonstrating your commitment to the students of today. Fill out the form as shown below and commit to giving through our next Reunion in 2017!

Monthly giving is a way to divide your annual gift into smaller payments.

☐ Monthly giving. Please charge $ 5.00 per month on my credit card beginning in November (month). Check one:

☐ I wish to give indefinitely until I notify Bryn Mawr College to terminate payments.

☐ I wish to end my monthly payments on 5/17 (mm/yy) for a total contribution of $ 155.00. Call 610.526.5127 with questions or to terminate payments.

Or… go one step further and allow your payments to go on indefinitely!
Currently only seven members of our class give monthly. We understand that some of you always give in December, or some of you have donations coordinated through your employer (and get a healthy match!) – and we thank you wholeheartedly for those gifts! But many members of our class only give sporadically, which hampers the College’s ability to plan for the future. Won’t you sign up for this easy way to donate today? Again, you can do this immediately online at www.brynmawr.edu/makeagift.

We hope you’re as proud of Bryn Mawr and President Cassidy as we are and that you will express your pride by making a gift to The Bryn Mawr Fund. Don’t wait until Reunion to give! This year, our gifts will support: 200 students who receive funding in the summer to take on internships, community service work, and science research; 500 students who collaborate with faculty on independent projects; and an overwhelming 76% of students who receive financial aid!

Thank you so much for taking action, Class of 199X. Please know that your involvement in the life of the College and your contributions to Bryn Mawr are very much appreciated. We, your class fund chairs, look forward to our hands cramping up from writing so many thank you notes!

Warm regards,

Class of 199X volunteers

PS: In case college rankings are your thing… For the third year in a row, Washington Monthly has ranked Bryn Mawr #1 among liberal arts colleges. This ranking – based on social mobility, research, and public service – is the type of ranking we can get behind. We need your dollars to remain #1! Go online to www.brynmawr.edu/makeagift now!