November 2015

Dear «Preferred_First_Name»,

In case you haven’t heard..... IT'S OUR 10th REUNION!!!!!!

As we’ll probably tell you about 37 more times over the next seven months, we can’t wait to see you May 27-29 on campus. Please stop reading this letter go mark those days on your calendar immediately…


What if we tell you some of the incredible things that have been happening on campus? (We’re going to anyway).

- This year Bryn Mawr welcomed its largest, most selective freshman class with 387 students! While other schools are seeing their enrollment numbers decline, Bryn Mawr remains a leader, attracting a large pool of applicants who hail from the top of their class (i.e., we would not be able to get in if we applied today).
- There’s a shiny new dorm on campus (formerly Haffner), and it doubles the amount of available beds with 101 single rooms.
- Perry House, newly renamed The Enid Cook ’31 Center in honor of the College’s first African-American alumna, will house the Black Cultural Center and is incorporated into the new dorm.
- Cheryl Strayed, author of the #1 New York Times best-seller, Wild, is this year’s Emily Balch speaker.
- Bryn Mawr hired ten new faculty members as well as a director of a pilot Museum Studies Program. We also have a new Chief Communications Officer and Chief Financial Officer.

Look at all that cool stuff! Aren’t those some excellent reasons to come back to campus, basking in the glory of an incredible institution, the best friends you could imagine, and the ability to legally consume any alcoholic beverage that suits your fancy?
They’re also excellent reasons to support the college financially. Nothing in the above list would be possible without our annual support. Alumnae are the College’s largest group of contributors, and collectively we give over $4.5 million a year to The Bryn Mawr Fund, which provides vitally important and immediate assistance for today’s students, and for the programs mentioned above.

This year we’re asking you to: 1) Come join us on campus in May, and 2) Make a special gift to The Bryn Mawr Fund at any level that is comfortable for you, in honor of our 10th Reunion.

Here are some giving options to consider:

- **Matching gifts** multiply the impact of your giving. See if your or your spouse/partner’s employer has a matching gift program by visiting [www.brynmawr.edu/giving/matching-gifts](http://www.brynmawr.edu/giving/matching-gifts).

- **Monthly giving** allows you to make a larger annual gift through smaller monthly payments. Using the online gift form is a convenient way to set up your monthly giving. Just go to [www.brynmawr.edu/makeagift](http://www.brynmawr.edu/makeagift).

- **A multi-year pledge** lets you spread out your giving over a number of years, and is your ticket into the new Archways Society, a giving circle of donors who give three consecutive years or more. Even better, multi-year pledges through May 2018 will count toward our 10th Reunion giving total amount. This is important because it allows us to beat 2005’s total (I know we all want to) and to win other great prizes.

- **Join the Slade Society if you are able.** As our final year as a GOLD class, we’re able to participate in Slade at the discounted rate of $1,000. Matching gifts and monthly giving can both be leveraged to help get you there.

Thank you in advance for your consideration of making a special gift to Bryn Mawr. Together, we play an integral part in Bryn Mawr’s tradition of excellence and in the bright futures of students today! We’re looking forward to catching up with everyone in May.

Warm regards,

P.S. Save the date for Reunion, May 27–29, 2016!