Greetings, Class of XXXX! We're especially pleased to be writing you today after a thrilling visit to Bryn Mawr in September for the annual Volunteer Summit and the inauguration of President Kim Cassidy. There is much excitement within the Bryn Mawr community about Kim’s presidency – on campus, the feeling is palpable – and we hope you will mark this inaugural year with a gift to The Bryn Mawr Fund.

What struck us most while on campus was Kim’s warmth and her focus on providing students with an educational experience that is both rigorous and productive (of course, it’s Bryn Mawr!) but also joyful and celebratory. Her commitment to Bryn Mawr’s traditional liberal arts values is steadfast and balanced with her understanding that the College must continue to innovate in order to maintain its level of excellence.

Overall, we feel proud 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 – we can get behind.

We hope you’re as proud of Bryn Mawr as we are and that you will express your pride at this moment by making a gift to The Bryn Mawr Fund. We know that for many of us, Reunion is the year for making a gift, but we encourage you to make a gift this year too. Consistent giving is important. Bryn Mawr sees more than 400 alumnae give during a reunion year and then discontinue their support the following year. This drop-off really affects the College’s rate of participation in giving and limits the kind of impact we alumnae can have in the lives of students.

So even though our next reunion isn’t for another X years, let’s come together as a class to pledge more consistent support of the College through The Bryn Mawr Fund. The best reason
for doing so – today’s 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 seventy-six percent of students who depend on financial aid in order to be at Bryn Mawr in the first place.

Gifts to The Bryn Mawr Fund make every aspect of the student experience possible, and your gift is no exception. Here are some giving options for you to consider:

- **Bryn Mawr Fund** gifts meet the College’s most pressing and immediate needs, including the ever-increasing need for financial aid.
- **Monthly giving** allows you to make a larger annual gift through smaller monthly payments. Many of our classmates use this option 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 your 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 and your hand in keeping Bryn Mawr flourishing are very much appreciated.

Warm regards,

[Name]  [Name]
Class of XXXX volunteers

P.S. Your gift is a great way to honor Kim’s first year as President. To make your gift online or to sign up as a monthly donor, visit www.brynmawr.edu/makeagift. Bryn Mawr’s fiscal year runs from June 1, 2014 to May 31, 2015.