November 2014 appeal
REUNION

Dear Preferred First Name,

We look forward to seeing many of us from the Class of XXXX at our XXth reunion in May. What a pleasure it will be to reunite with such dear friends! Today, we’re especially pleased to be writing you 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.

We hope you will join us, in this remarkable year for our class, in making a special gift to The Bryn Mawr Fund. This reunion year brings opportunities for us to look back and celebrate our Bryn Mawr years, and it’s also a time when we can look forward with enthusiasm and pride to Bryn Mawr’s future under Kim’s leadership.

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 also 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 special moment by making a gift to The Bryn Mawr Fund. The best reason for making your

(over, please)
Gift – 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.

- **A multi-year pledge** lets you spread out your giving over a number of years. When you make a multi-year pledge, the entire pledge amount will count toward our class’ Grand Reunion Total, announced on the final day of Reunion.

- **Thomas and Merion Scholarships** provide direct tuition support to students in need of financial aid, and can be great ways to make a special reunion gift.

Thank you so much for your thoughtful consideration. Your involvement in the life of the College and your hand in keeping Bryn Mawr flourishing are very much appreciated. We hope to see you at Reunion.

Warm regards,

[Name]        [Name]
Class of XXXX volunteers

P.S. Your gift is a great way to honor Kim’s first year as President and our XXth reunion. 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.