

SAMPLE SOLICITATION LETTER #1

Dear John,

We're in the final stretch! Our 25th Reunion is less than two months away and preparations for a fantastic weekend are well underway. We have a great crew of classmates who have volunteered to assist with event planning. It's guaranteed to be a weekend filled with many laughs and old friends as we roam the halls and reminisce about our Haverford days. So mark your calendars for May 3-4, 2019, come to Haverford, and celebrate our reunion.

We'd also like to ask for a commitment from each of you before Alumni Weekend. We have set a fund raising goal of \$25,000 to the Haverford Fund. To date, we have already raised \$11,250 based on 22% Class participation. You can see that if we can increase our participation percentage, we have a real shot of hitting our goal. To give you some perspective, for our 20th Reunion, we raised \$13,000 with 30% participation. Our 25th Reunion is one of two major reunions in our lifetimes. We expect a strong turnout for our 25th, so let's aim high and see if we can surpass our goal.

Haverford helped us become the men we are today. Let's help Haverford remain a pillar of excellence and have a great time at our reunion reliving old times.

Best Regards,

Harry Haverford William Wilson Patrick Palmer Earl "Eagle" Jones

Tom Smith Robert Haverford Michael Maroon Steve Gold

WAYS TO GIVE TO THE HAVERFORD FUND:

- 1) Donate online at haverford.org/onlinegiving
- 2) Return enclosed reply card
- 3) Call or email Harry Haverford at (XXX) 555-5555 or harry@haverford.org