

# Dear [Alumni Name],

I hope this message finds you well. As a proud member of the [University/School Name] alumni community, we are reaching out to share exciting updates about our annual giving campaign.

Thanks to the generosity of alumni like you, we have been able to support scholarships, innovative programs, and campus improvements. This year, we aim to raise [\$Amount] to further enhance the educational experience for current and future students.

Your contribution, no matter the size, plays a critical role in this mission. We invite you to participate in this year's campaign and help us reach our goal by making a donation by [Deadline Date].

To make your gift, please visit our website at [Website URL] or contact us directly at [Contact Information].

Thank you for your continued support and for being an invaluable part of the [University/School Name] family.

Warm regards,  
[Your Name]  
[Your Title]  
[Alumni Association Name]