**Sample Email Solicitation**

Hello, \_(THEIR NAME)\_,

Thank you for your past support of the Alumni Annual Fund. Your gift of \_($LAST GIFT AMOUNT)\_ joined thousands of others in ensuring that Carleton is able to provide the same exceptional experience to current students that each of us enjoyed.

[IF DONOR HAS 2+ CONSECUTIVE YEARS OF GIVING use this paragraph as the close]

Thank you, not only for your gift last year, but also for your loyalty of giving \_(NUMBER OF CONSECUTIVE YEARS OF GIVING)\_ to the Alumni Annual Fund. Will you continue your legacy of giving by making a gift this year? You can give online at give.carleton.edu, by phone at 800-745-2275 or by mail.

I support Carleton because \_ (WHY DO YOU GIVE BACK)\_. Will join me in making a gift to the Alumni Annual Fund? You can give online at give.carleton.edu, by phone at 800-745-2275 or by mail.

\_CLOSING\_

Hello, \_(THEIR NAME)\_,

Thank you so much for your previous support of the Alumni Annual Fund. Your gift of \_($LAST GIFT AMOUNT)\_ joined thousands of others in ensuring that Carleton is able to provide the same experience to current students that each of us enjoyed.

This year, we hope to raise \_($DOLLAR AMOUNT)\_ from \_(NUMBER OF DONORS)\_ of our classmates. Together, we can make a difference. Will you join me in making a gift to the Alumni Annual Fund? You can give online at give.carleton.edu, by phone at 800-745-2275 or by mail.

\_(CLOSING)\_