

WashU University Advancement Direct Marketing Email Examples



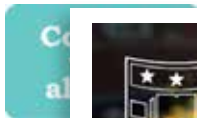
Alum,

On behalf of the Washington University Alumni Association, the Bear wishes you a sparkling
Download the [special WashU Zoom background*](#) we created for the occasion!

The Alumni Association is here to help you keep in touch and up to date with what's happeni
WashU, today and every day. **Please take a moment to update your information** :
explore the many ways to connect with your fellow alumni!

With best wishes for a happy and healthy year ahead,
Your Washington University Alumni Association

*Click the link, right click on the image, and choose "Save image as."



Happy First Day, Friend!

When you think about *your* first day at Washington University, you might remember walking through the underpass from the South 40, seeing Brookings tower over the Quad, meeting friends at Olin Library, or wondering what "the bunny" is pondering near Graham Chapel. These iconic landmarks remain, but *this* first day will look and

gement for students today and all year by
**100 donors make a gift of any amount to the
fund a current student—one of whom is also a
scholarships!**

ifts provide resources for rigorous academic
al health resources, career services,
d you can choose the school, program, or

ok out our [First Day page](#) for more ways to
cheering them on, every step of the way.



At Washington University in St. Louis, we promote sustainability all year long, constantly working to reduce our carbon footprint, understand and address climate change, and prevent environmental degradation. Learn more about our efforts below and [make an Earth Day gift](#) to help enhance our programs.



WashU continues to grow while reducing emissions. Square footage of buildings on the two main campuses has doubled since 1990, yet [greenhouse gas emissions](#) today are nearly the same as they were that year. Emissions peaked in 2010 and have since decreased by 22%.



Friend,

We're so close to unlocking the \$125,000 scholarship gift from Rebecca Vincent, BS '08, and CJ Vincent. **And now we have a SECOND challenge!** Inspired by the generosity of our Washington University community, **Keaton Carano, BS '14, wants to encourage us all to reach just a little bit further this #GivingTuesday.** He has pledged to contribute \$30,000 in Annual Fund and scholarship support if **1,600** donors give any amount by midnight. That's a total of **\$155,000** in student support that YOU can help secure.

*"I give back because it's important to provide opportunities and top-notch experiences for the next generation of WashU students. Working together as a team, we create an even greater impact than any individual could have. And that is an awesome experience. **I encourage you to give to this place we all love so we can see the cumulative power of our collective effort! Thank you!**" – Keaton Carano, BS '14*

Every gift, no matter the amount, counts toward this challenge. Don't miss this chance to multiply the impact of your gift and be one of the **final 150 contributors** who help us reach our new goal.

[Yes, I can help!](#)



Dear WashU supporter,

My husband, CJ, and I were very fortunate to receive financial support during critical times in our lives, so we're passionate about making education more accessible. Investing in the next generation has always been important, but it's even more imperative now as students face so much change and uncertainty. **If you're considering making a gift to Washington University, we ask you to do so today.** CJ and I have pledged to contribute \$125,000 to scholarship support for students, and parents, and friends **give any amount to any area** by midnight.

As a member of the Danforth Scholars Program, I felt welcomed on campus from the first semester even began. I met the most diverse, inspiring, and impressive students. This scholarship—funded by generous donors like you—added depth to my experience. I'm always be grateful for the sense of responsibility and capability it instilled in me.

During this holiday season, it's important to celebrate the joy of giving. **Individual actions may not seem like they're making a difference, but when combined, they create change when combined.** That's why CJ and I created this challenge. We want to have on students through our collective action. **Please join us and reach our goal for a university that's most meaningful to you.**



Please join Washington University to celebrate an inspirational day of philanthropy! When we give, we not only create scholarships that allow students to attend, we provide resources for the many programs and opportunities that help them *thrive* in our WashU community.

We can have a collective impact on #GivingTuesday. **Be one of 1,500 supporters who contribute any amount, and you'll help secure \$125,000 for scholarships from a generous donor.** And if you give \$15 or more, you'll receive a special thank-you gift.

Save the date—or make your gift early—and help us reach our goal of 1,500 #GivingTuesday donors.

[I'd like to give now!](#)

Please consider forwarding this email or sharing the campaign on social media to spread the word!





No matter where you're from or where you live now, a piece of your heart will always be at **Washington University in St. Louis!** Get this exclusive T-shirt—and show everyone you love for WashU—when you make a gift of \$10 or more to the university.

Your gift helps power the incredible—and continually improving—WashU experience, providing resources for university priorities and emerging challenges. Annual giving supports scholarships and fellowships, mental health and wellness services, rigorous academics, and critical research and community outreach programs. **When you give, you help improve lives at WashU, in St. Louis, across the country, and around the world!**

Every contribution goes to work immediately to address urgent student needs, and you can designate the school, program, or scholarship that will benefit. **Hurry! This offer ends February 28.** Please allow four to six weeks for delivery of your T-shirt.

Yes, I'll make a gift!



Today, millions of people will offer their time, talents, and resources to help transform their communities for the better. You can join them—and change lives right here at Washington University—by making a gift in support of our dedicated students, faculty, and staff. **We have a goal of inspiring 1,000 donors to give by midnight, and we'd LOVE for you to be one of them.**



Warm your hands—and your heart!

To thank you for **your gift of \$10 or more**, we'll send you a WashU-red, stainless-steel mug with etched university logo. The 12-ounce mug includes a lid and is double-walled vacuum insulated. *Please allow four to six weeks for delivery.*



Thank you for supporting Washington University last year. Please renew your gift today to help us secure a generous scholarship grant.

Annual contributions allow the university to continually improve academic programs, recruit and retain distinguished faculty, conduct groundbreaking research, and create exceptional student experiences. **Perhaps most important, annual scholarship gifts help ensure that all qualified students can afford to attend WashU.** Without financial assistance, many students simply could not take advantage of this life-changing educational opportunity.

To increase the number of scholarships available, Jay Jacobs, AB '92, and Kelly Jacobs have pledged to make a \$250,000 contribution to the WashU Scholarship Fund if 2,021 alumni, parents, and



to a generous \$125,000 gift to S '94, BS '94, MBA '94, and Diane join them in celebrating WashU on this

making a gift to the university is a **and help provide hope for the future.** will continue to adapt to emerging choose the school, program, or scholarship that is most important to you.