

SAMPLE EMAILS
Following up after a phone call

Sample 1: (pre-Dec 31st, 2013)

Hello _____,

I tried calling you this evening and was sorry to have missed you. As we approach the end of 2013, I am writing to ask you to renew your support of Rensselaer's Annual Fund. Your last gift was \$_____ in [month, year], and I see that you have been a loyal donor to RPI for __ consecutive years. I want to express my gratitude for your generosity. Your support plays a critical role in the success of our students, and it is truly appreciated. I hope that you will make a gift to the Institute in order to make it __ consecutive years of support!

You can make your gift online at <http://alumni.rpi.edu/give>. Please feel free to contact me if I can be of assistance. Thank you for your consideration!

Sincerely,

Sample 2: (general)

Dear _____,

I am following up on the phone message I left you to ask for your support of the Rensselaer Annual Fund. The Annual Fund is vital to the health and success of the Institute. These gifts go directly to support our students, whether for financial aid, scholarships, teaching, research, interactive classrooms, or a multitude of other critical needs.

I hope that you will consider renewing your support this month with a gift of \$_____. A generous gift like this would truly make a difference to our students. You can give conveniently online via this link: <http://alumni.rpi.edu/give>.

We ask that you make your gift before June 30, 2014 to be included as a donor to this year's Annual Fund. Many thanks for your consideration and for your past support.

Sincerely,

Sample 3: (donors who are also making restricted gifts)

Dear _____,

I hope this message finds you well. I am writing to you this evening as part of an effort to increase support for the Rensselaer Annual Fund. As you know from your past support, the Annual Fund provides vital student and academic programs year after year. To help us continue to do so, I ask you to consider a gift of \$ (suggested ask amount).

I understand and very much appreciate that just last month you made a significant pledge payment toward _____. So I do not make this request lightly, but I also know that you understand the value of annual unrestricted support as we work to bridge the yearly gap between tuition and the full cost of a Rensselaer education.

Thank you for any consideration you might give this request and for all that you do to support Rensselaer.

Best regards,

Sample 4: (end of FY14 sample)

Good afternoon! I wanted to take a moment to reach out to you as one of our very loyal and generous Annual Fund donors. We are very grateful for your support of the Fund. We are in the final stages of closing our fiscal year and I noticed that we had not heard from you this year. I do hope we can count on your support.

You generously supported us with a gift of \$_____ in (month, year) - thank you! May I ask you to join us again this year with a gift in the amount of \$ (suggested ask amount).

I am also including the link to our secure online giving form: <http://alumni.rpi.edu/give>.

Thank you so much for your loyalty and support. Rensselaer could not offer the incredible education it does without the support of alumni like you!

Best wishes,
