

Open to see the difference you have made.

FROM THE DESK OF

Alysa Procida

Executive Director, Inuit Art Foundation
aprocida@inuitartfoundation.org • 647-498-7717

Dear Rachel,

I have been thinking a lot about you in the past few weeks. I'm sure I'm not alone in feeling like the world has completely changed, and continues to change daily. We are all navigating new, unprecedented circumstances and I am even more grateful for our supportive community than ever. I hope you are doing well in this difficult time.

We have always committed to making sure you know the incredible impacts of your donations on artists, which continue to be profound. To do so, we have worked to develop this Impact Newsletter earlier this year. Because it takes some time to create, it was printed prior to the spread of COVID-19 throughout our communities.

I know that this is an especially tough time full of uncertainty. Even more now than before, we want you to know that you are deeply appreciated. We debated whether it was appropriate to send out now, but I hope that these stories bring you some joy. You have truly changed lives.

In this time of deep change and uncertainty, it's clear that community is what sustains us. Rachel, I want to make sure you know that I am profoundly grateful that you are part of our community. Inuit artists have always faced unique barriers, and we can only break down those barriers together. Thank you so much.

I sincerely hope that you, your friends and family are safe and healthy. Please know that everyone at the IAF is wishing you health and happiness.

Thank you,



ᐅᐅᐅᐅᐅᐅ! Thank you! Nakummek! Koana! Nakurmiik!

Created to thank those who are providing food for our frontline caregivers

April 13, 2020

Dear

Thank you for giving profound things like hope and belief through the gift of a meal. When our healthcare providers are flat-out busy, they either don't have time to eat or they simply forget. Thank you for remembering. Your caring heart does more than feed a hungry stomach – your compassion feeds their soul.

To know you thought of them, at a time when life is difficult, speaks volumes to your kindness and graciousness. We have seen the beauty of humanity shine through you and we are grateful.

Our prayers and best wishes for you and the people close to you.

This was our breakdown for gifts-in-kind and cash donations to the COVID-19 Rapid Response Fund on behalf of the CEO of UConn Health. We created different levels of communication (general email, personal email, phone call) based on the relationship and size of gift.

Gift In Kind Donations

General Email (<\$249 value) sent as BCC from ceo@uchc.edu

Friends of UConn Health-

Thank you very much for your thoughtfulness in providing critical supplies to those on the frontlines battling COVID-19 here at UConn Health! As we navigate the evolving situation daily, it is inspiring to have friends like you support our healthcare staff through contributions of much-needed supplies, meals, and encouragement.

Thank you for helping us in the fight against COVID-19. We will get through this together!

Regards,

[signature line]

P.S. We remain committed to helping our community through this crisis. Additional resources can be found at health.uconn.edu/coronavirus. To answer the many questions that you may have about this virus, we have established a COVID-19 Call Center at 860-679-3199 open Monday thru Friday from 8 a.m. to 5 p.m.

Special Communication (\$250-\$999 value) sent individually from ceo@uchc.edu

Dear, [First name]-

Thank you very much for your generous support in providing critical supplies to those on the frontlines battling COVID-19 here at UConn Health! As we navigate the evolving situation daily, it is inspiring to have friends like you support our healthcare staff through your contribution of [name item eg- PPE, meals].

On behalf of our doctors, nurses, and staff, thank you for standing with UConn Health. We will get through this together. Be well!

With gratitude,

[signature line]

P.S. We remain committed to helping our community through this crisis. Additional resources can be found at health.uconn.edu/coronavirus. To answer the many questions that you may have about this virus, we have established a COVID-19 Call Center at 860-679-3199 open Monday thru Friday from 8 a.m. to 5 p.m.

VIP (VIP status and/or \$1,000+ value)

- Personal phone call from Dr. Agwunobi thanking them for their selflessness and generosity

Cash Donations

General Email (<\$249 value) sent as BCC from ceo@uchc.edu

Friends of UConn Health-

Thank you very much for your gift to UConn Health in support of the fight against COVID-19. It is so encouraging to see you and other community members come together to give what they can in support of our healthcare staff on the frontlines. Through your gift, we can purchase essential personal protective equipment and other necessary supplies.

Thank you for helping us in the fight against COVID-19. We will get through this together!

Regards,

[signature line]

P.S. We remain committed to helping our community through this crisis. Additional resources can be found at health.uconn.edu/coronavirus. To answer the many questions that you may have about this virus, we have established a COVID-19 Call Center at 860-679-3199 open Monday thru Friday from 8 a.m. to 5 p.m.

Special Communication (\$250-\$999 value) sent individually from ceo@uchc.edu

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On behalf of our doctors, nurses, and staff, thank you for standing with UConn Health. We will get through this together. Be well!

With gratitude,

[signature line]

P.S. We remain committed to helping our community through this crisis. Additional resources can be found at health.uconn.edu/coronavirus. To answer the many questions that you may have about this virus, we have established a COVID-19 Call Center at 860-679-3199 open Monday thru Friday from 8 a.m. to 5 p.m.

VIP (VIP status and/or \$1,000+ value)

- Personal phone call from Dr. Agwunobi thanking them for their selflessness and generosity

Acknowledgment letter for our newly-established crisis fund for unforeseen needs and expenses caused by the Coronavirus pandemic.

Date

«CombinedNameCompanyName»

«AddressLine1»

«AddressLine2»

«CityStateZip»

«Country»

Dear «CombinedSal1»,

At times like these, your generosity to MICDS is humbling and inspiring. Your gift, made at a challenging time for us all, speaks volumes of your kindness and compassion.

Your gift of \$«AmtRecd» to the Ram Relief Fund is an investment in every single member of our School community at a time when they most urgently need our support. We are a family at MICDS, and it's important that we continue to care for each other through this difficult time.

Please be assured that, thanks to your gift and those of fellow like-minded supporters, we are continuing to do all we can to keep all MICDS students, faculty, staff, and families safe and connected. There is no question that this year will provide unique opportunities for our School community to live deeper into our mission to meet the challenges of this world with confidence and embrace all its people with compassion.

Your gift assists in moving our mission forward and lays the foundation for future success. For this, we thank you.

Best wishes to you and the people close to you.

Gratefully,

Created to thank those who are providing food for our frontline caregivers

April 13, 2020

Dear

Thank you for giving profound things like hope and belief through the gift of a meal. When our healthcare providers are flat-out busy, they either don't have time to eat or they simply forget. Thank you for remembering. Your caring heart does more than feed a hungry stomach – your compassion feeds their soul.

To know you thought of them, at a time when life is difficult, speaks volumes to your kindness and graciousness. We have seen the beauty of humanity shine through you and we are grateful.

Our prayers and best wishes for you and the people close to you.



ERWIN CHERMERINSKY
Dean and Jesse H. Choper
Distinguished Professor of Law

University of California, Berkeley
School of Law
215 Law Building
Berkeley, CA 94720-7200
Tel 510.642.6483
Fax 510.642.9893
echemerinsky@law.berkeley.edu
www.law.berkeley.edu

March 17, 2020

«Primary_First_Name» «Primary_Last_Name» «M_1st_Degree_Year» «Spouse_First_Name»
«Spouse_Last_Name» «Spouse_1st_Degree_Year»
«Primary_Company_Name»
«Primary_Address»
«Primary_City_State_Zip»
«Primary_Country_Desc»

Dear «Primary_First_Name»«Spouse_First_Name»,

At this watershed moment for our school, our community, and the world at large, you have chosen to make generosity a priority and we are humbled to be the recipient of your gift. Even with hallways and classrooms temporarily emptied of our students, our faculty and staff, and the many visitors we receive, Berkeley Law continues to pursue its public mission. Classes are being delivered online; researchers are collaborating in new ways; our clinics and pro bono program are creatively devising ways to serve clients remotely.

Like you, we feel that Berkeley Law has an important role to play in facing the challenges of this crisis. Your gift demonstrates your trust in our ability to send forth our graduates into their chosen fields as fully prepared Berkeley lawyers, and in our community's determination to tackle the burning legal issues of the day. Thank you for the vote of confidence demonstrated by your gift in support of the «Allocation_Long_Name». Thank you, as well, for honoring the work of NAME with this gift.

Your support at the Dean's Society Level is equally inspiring. We truly appreciate your gift. We also want you to know that we are here for you and want to help as best we can. Please don't hesitate to let me know if I or the Law School administration can be of help in these challenging times. I wish you and your family good health and all the best at this very difficult time.

With gratitude,

SCANNED SIGNATURE
Erwin Chemerinsky

You will receive a detailed tax receipt from the University Development and Alumni Relations office. For donor recognition purposes, your listing will read «**Law_Donor_Honor_Roll**». Please call Donor Stewardship at (510) 642-9045 should you have questions regarding your gift or your honor roll listing.



This is a new e-acknowledgement for one of our colleges. Before COVID, they were printing and mailing acknowledgements. One of the challenges with this college is that they have 8 very different departments and schools so we used the button links at the bottom to help bring awareness to the diversity of their college, while also allowing donors to drill down for more specific information related to their area of study.



COLORADO STATE UNIVERSITY

COLLEGE OF HEALTH AND HUMAN SCIENCES



Your kindness and generosity is greatly appreciated!

Dear \$salutation\$,

Thank you for your recent gift to the College of Health and Human Sciences, in support of the \$alloc_block\$ fund. Your generosity is more meaningful than ever during these unprecedented times.

Like the world around us, social distancing to slow the spread of COVID-19 has upended our lives, and Colorado State University is doing things differently right now. We have transitioned to online teaching, as well as tele-presence for working, counseling, and socializing with one another. Despite these challenges, our students, staff, faculty, administrators, alumni, donors, and friends are holding true to our deeply held value that Rams take care of Rams.

Your gift of support demonstrates your commitment to this value.

Normally, we would be signing a notecard of thanks for your recent donations -- a physical card that we would slip into a stamped envelope and drop into our campus mailbox addressed to your home. While these words of gratitude are coming to your email box instead, please know that we are just as thankful, and that your investment in our College is just as impactful. Maybe even more so, given the new challenges so many of our students are facing.

We look forward to our campus and community returning to a bustling place of learning, engagement, and service. And, to a time when we can thank you in person.

Until then, please know how grateful we are for your gift. You are in our thoughts, and we hope you are healthy and finding time for reflection, new activities, and connections with loved ones.

In health, and with gratitude,

Lise M. Youngblade, Ph.D.
Dean | [College of Health and Human Sciences](#)

... and the CHHS Development Team:

[Kim Winger](#) | (970) 491-2797
[Victoria Keller](#) | (970) 491-7340
[Kelsey Burket](#) | (970) 491-2281

P.S. Please stay in touch with us via email and phone. Interactions with our Family are incredibly important right now. You may enjoy reading this special spotlight on the history of the College as Colorado State celebrates our sesquicentennial this year. [Read More...](#)

Information about Colorado State University's response to COVID-19 can be found on the [CSU coronavirus website](#).

Construction Management	Design and Merchandising	Education	Food Science and Human Nutrition
Health and Exercise Science	Human Development and Family Studies	Occupational Therapy	Social Work

If you would like to receive thank-you messages from CSU in a nonelectronic format, please contact the Office of Donor Relations and Stewardship at (970) 491-7774 or at donor_relations@colostate.edu.

STATE YOUR PURPOSE
THE CAMPAIGN FOR COLORADO STATE UNIVERSITY



Immediate e-thank you card once a donation was received

NEXT HORIZON

The Campaign for FIU

Dear Industry Relief Partner,

Thank you so much for your recent support toward the SOBEWFF® & FIU Chaplin School Hospitality Industry Relief Fund to provide immediate financial support to independently owned and operated restaurants and bars impacted by the COVID-19 pandemic in Miami-Dade, Broward, and Palm Beach counties.

At times like these, knowing there are others who embody generosity is humbling and inspiring. Please be assured that, thanks to your gift and those of fellow like-minded supporters, we are continuing to do all we can to keep the food and beverage industry supported during this unprecedented and difficult time.



Many of these family operated establishments have participated in SOBEWFF®, are owned by FIU alumni, have hired FIU student interns and even given graduates their first job. View alumnus, [Alex Kuk, MS'08, Co-Owner of Temple Street Eatery](#) on Channel 7 news grateful for relief efforts.

The fund was launched with \$1 million, including a founding donation of \$500,000 by the Chaplin School from the proceeds of the South Beach Wine & Food Festival®. Additional donations came from partners Bacardi USA and Badia Spices, plus other corporations and individuals for a total of nearly \$1.2 million to date.

We'll continue to update you on how you are making a difference, and with the situation changing rapidly, please check our new hospitality industry resources page on the [FIU Chaplin School website](#) for the very latest updates.

Best wishes to you and the people closest to you.

If you know a corporation, friend or individual who would like to support, please have them text FIUSOBEWFF to 41444 or visit the [FIU Chaplin School website](#) to continue these important efforts to serve those who have served us.

Signature Line

April 6, 2020

Thank you for providing safety and protection. Your gift for COVID-19 Clinical Care means critical medical supplies are present. Every time our healthcare providers don personal protective equipment—your compassion becomes a reality. When a caregiver reaches for *available* hand sanitizer and gloves—your gift makes a difference.

In unprecedented times, your response to an urgent request for financial support brings a physically-distant community together. We have seen the beauty of humanity shine through you and we are grateful.

Thank you for being part of the answer and solution to navigating this ever-changing reality.

Sincerely,

April 14, 2020

Thank you for the gift of communication. In a time of crisis, hearing a loved one's voice is so important. In a healthcare setting, the ability to connect with family members becomes crucial when being together just isn't possible. While technology is marvelous, this screen time—this family time—*would not* be possible without you.

In this uncertain journey, your compassionate response to an urgent request for financial support brings a physically-distant community together. We have seen the beauty of humanity shine through you and we are grateful.

Thank you for being part of the answer and solution to navigating this ever-changing reality.

Sincerely,

Created to thank those who are giving to our student relief fund.

From: Loma Linda University Health

April 6, 2020

Thank you for your caring heart! Your gift for COVID-19 Student Need is a gift of hope. In rapidly-changing days, students went from a bustling campus to learning online. They, or family members, may have lost income they depend on to cover living expenses. Our world – their world – is dramatically different today.

In unprecedented times, your response to an urgent request for financial support gives them much needed living expenses, tuition support, technology and so much more. You have brought a physically-distant community together. We have seen the beauty of humanity shine through you and we are grateful.

Thank you for being part of the answer and solution to navigating this ever-changing reality.

Sincerely,

SUBJECT LINE: On behalf of Dean Chemerinsky, thank you for your support of our students

Dear XXXX,

Many thanks for your generous contribution to the *Berkeley Law Student Emergency Fund*. Your gift helps us to meet the real, immediate needs of our students. From unexpected travel costs and health care expenses to the sudden loss of income for their families, these students need a hand to get through this emergency while continuing their legal education. You stepped up and I couldn't be more grateful.

We have been able to put your contribution to use immediately. Nearly 50 grants for amounts between \$75 and \$1,000 were disbursed within days of creating the fund. The need is ongoing as the crisis continues and students' realities evolve. The school is also providing extra support through our regular programs for student services, mental health services, career counseling, and experiential learning. Our faculty and staff are working hard to ensure the excellence of a Berkeley Law education is not diminished. The strength of the Berkeley Law community has never been more apparent.

Thank you for thinking of our students at this difficult time. I wish you and your family good health and all the best at this difficult time.

Warm regards,

Erwin Chemerinsky
Dean and Jesse H. Choper Distinguished Professor of Law

You will receive a detailed tax receipt from the University Development and Alumni Relations office. Please call Donor Stewardship at (510) 642-9045 should you have questions regarding your gift.

University of California, Berkeley
School of Law
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echemerinsky@law.berkeley.edu
www.law.berkeley.edu

We have an entire series of messages that have come from Maria over the course of her senior year. In this message, she shares her thanks for the support the MSU Denver community has shown its students with gifts to the Student Emergency Fund. It was created as a way to thank donors, show them how their generosity has been received and as a reminder that we take care of one another. It includes a link to make a gift to the Student Emergency Fund.



METROPOLITAN STATE UNIVERSITY™
OF DENVER

APRIL 21, 2020

GIFTS AT WORK



I have never been as proud to be part of the Roadrunner family as I am right now. My heart is full of gratitude when I see the ways Roadrunners are taking care of Roadrunners during these unprecedented times.

The outpouring of generosity from our community has been amazing – from alumni offering [words of encouragement](#) and my professors providing additional support as classes move online, to the outpouring of generosity on **Day of Giving when over 700 donors came together to raise \$155,559 – \$88,000 of which went to the Student Emergency Fund** to support vulnerable students in their time of need.

Being the first person in my family to graduate from college has been a dream come true and the guidance from alumni like you has been critical to my success. Although this isn't the ending to my senior year that I imagined, my classmates and I will still accomplish our goals of earning a degree and becoming part of the alumni family when we graduate in May. And despite everything that is changing right now, the one thing that remains constant in our lives is the support of our Roadrunner family.

Thank you for all that you've done – and continue to do – to show students like myself what it means to be a Roadrunner. I hope you and your family remain safe and healthy.

-Maria Almazan, '20

**Make your gift and support a
Roadrunner today.**

MAKE A GIFT

Metropolitan State University of Denver | University Advancement
Campus Box 14, PO Box 173362 | Denver, CO 80217-3362
303-615-0065 | www.msudenver.edu/giving

[Privacy Policy](#) | [Unsubscribe](#)
[Metropolitan State University of Denver](#)
ua@msudenver.edu

Acknowledgement letters signed by the VP of Advancement have been adjusted to include COVID language. Examples included a letter for general gifts and athletic gifts.

DATE

ADDRESSEE
ADDRESS
CITY STATE ZIP

VICE PRESIDENT – ATHLETICS GIFT

Dear NAME,

Thank you for your gift to UNT Athletics during this extraordinary time. As the coronavirus (COVID-19) continues to impact our UNT family, your generosity helps us serve, empower and inspire our student-athletes more than ever.

Your gift to the FUND demonstrates your belief in our student-athletes and highlights your commitment to building champions on and off the field. It is a comfort to know that while our students are currently experiencing suspended seasons, there are fans like you who are looking out for them and anticipating their return.

As we all navigate these uncharted waters, we appreciate your support. Thank you for your commitment to our student-athletes, our university and our mission.

All the best and Go Mean Green!

David F. Wolf, Ph.D. ('04)
Vice President for University Advancement

DATE

ADDRESSEE
ADDRESS
CITY STATE ZIP

VICE PRESIDENT – GENERAL GIFT

Dear NAME,

Thank you for your gift to the College of XXXX during this extraordinary time. As the coronavirus (COVID-19) continues to impact our UNT family, your generosity helps us serve, empower and inspire our students more than ever.

Your commitment speaks volumes to your compassion and kindness. Your gift ensures that we are better equipped to meet the evolving needs of our TYPE studies students, provide them with an exceptional learning experience and prepare them for future careers in INDUSTRY.

As we all navigate these uncharted waters, we appreciate your generosity. Thank you for your commitment to our students, our university and our mission.

Sincerely,

David F. Wolf, Ph.D. ('04)
Vice President for University Advancement

Acknowledgement letters from the President of the university were created in response to the university's immediate student impact fund. All other acknowledgement letters have also been adjusted to include covid language.

The UNT Cares fund was created to provide immediate support to students. Gifts over a certain dollar amount receive acknowledgement letters from the President of the university. Messaging differs for a general donor vs a faculty/staff donor.

PRESIDENT-GENERAL UNT CARES FUND

DATE

ADDRESSEE
ADDRESS
CITY STATE ZIP

Dear NAME,

There's much uncertainty surrounding the worldwide coronavirus (COVID-19) crisis, but I am certain of one thing: you are vital to UNT's caring community. I want to personally thank you for exemplifying our mission and demonstrating how much you care for our students.

Your gift to the UNT Cares fund speaks volumes about your kindness and compassion — we're so thankful to have donors like you who prioritize helping others. With your gift, we can provide immediate relief to UNT family members whose lives have been heavily impacted by the coronavirus. Thanks to you, these students will receive the support they need to overcome obstacles and remain on track to graduate.

Thank you again. Caring support like yours makes it easy to be proud of the UNT community.

UNT Proud,

Neal J. Smatresk
President

April 27, 2020

PRESIDENT-
FACULTY/STAFF UNT
CARES FUND

ADDRESSEE
ADDRESS
CITY STATE ZIP

Dear NAME,

There's much uncertainty surrounding the worldwide coronavirus (COVID-19) crisis, but I am certain of one thing: you are vital to UNT's caring community. I want to personally thank you for exemplifying our mission and demonstrating how much you care for our students by giving to the UNT Cares fund.

As we all adjust to our new work routines, our faculty and staff members continue to be truly inspiring. It is a privilege to have you serve the College of XXXXXX.

Thank you for being an important member of the UNT family and for going above and beyond to support our students.

UNT Proud,

Neal J. Smatresk
President

P.S. Your gift will also count toward the We Care We Count faculty and staff giving campaign, which has been postponed to a later date.

<<Date>>

<<Additional_Addressee>>

<<Organization_Name>>

<<Address_line_1>>

<<Address_line_2>>

<<Address_line_3>>

<<Address_line_4>>

<<Address_line_5>>

<<City>>, <<State>> <<ZIP_Code>>

Dear <<Additional_Salutation>>:

Gifts like yours are proof that we can still make a difference despite these uncertain times. We recognize this may represent a larger sacrifice than usual and we want to say an extra special *Thank You!*

Your recent gift of <<Amount>> <<Reference>> to the Student Emergency Fund for those affected by COVID-19 has come at a time when it is needed most. Many of our students are facing unforeseen challenges brought on by the current situation. They are fortunate you have made them a priority by helping provide them access to help with essentials they need to make it through this time.

Thank you for your support of our emerging science and engineering professionals. We hope for health and safety for you and your loved ones.

Best wishes,

Joel B. Kincart
President

The South Dakota School of Mines & Technology Foundation formally acknowledges no goods or services were received in exchange for this gift. Please retain this letter of receipt for your records.



COLORADO STATE UNIVERSITY

COLLEGE OF HEALTH AND HUMAN SCIENCES



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Dear \$salutation\$,

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Until then, please know how grateful we are for your gift. You are in our thoughts, and we hope you are healthy and finding time for reflection, new activities, and connections with loved ones.

In health, and with gratitude,

Lise M. Youngblade, Ph.D.
Dean | [College of Health and Human Sciences](#)

... and the CHHS Development Team:

[Kim Winger](#) | (970) 491-2797
[Victoria Keller](#) | (970) 491-7340
[Kelsey Burket](#) | (970) 491-2281

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Construction Management	Design and Merchandising	Education	Food Science and Human Nutrition
Health and Exercise Science	Human Development and Family Studies	Occupational Therapy	Social Work

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STATE YOUR PURPOSE
THE CAMPAIGN FOR COLORADO STATE UNIVERSITY



Corazón a Corazón



Dear Friends of *Corazón*,

It's comforting that in this time of "staying apart" we look for ways of "coming together". And, perhaps, have a little more time to appreciate the great people who populate our lives. Please know that YOU are one of those in my life and the life of *Corazón*. Thank you for the many ways you offer support for this ministry.

*As a gesture of our appreciation,
for the blessing you are to the many you serve,
and to ask God's blessing on you and those you love
Mass will be offered by Father James Donovan
Sunday, April 26 at St. Barnabas Church
in thanksgiving for and blessing on
the *Corazón a Corazón* Family*

Although the Mass will be private, you may participate through
YOUTUBE at
Community of St. Barnabas. We will be together in spirit and
prayer!

Please let us know if there is anything we can do for you.
With love, gratitude and prayers for your safety,

Sister Miriam Patrick and Mayra

Corazón a Corazón

12731 S Wood St

Blue Island, IL 60406

Email not displaying correctly?

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[Unsubscribe](#)



PLU



Dear %%SALUTATION%%,

First and foremost, I hope you and your family are well. If this virus has touched your life or a loved one's life, please know our thoughts and prayers are with you.

I'm writing to **thank you for being such a caring and generous member of the PLU family**. Your care is especially meaningful right now.

Within the last 12 months, *you cared deeply enough to give*. When you gave to scholarships (the PLU Fund, QClub or otherwise), you gave students resources for success. When you gave to the Greatest Need, you helped PLU pivot within new realities to serve students.

Your impact is a bedrock for students even now. Thank you for your trust and generosity.

With gratitude,

Allan Belton, President

P.S. For the latest updates about COVID-19 and the PLU community, please visit the [PLU COVID-19 website](#), which also includes [messages to the PLU community](#) and an opportunity to support students even more right now, if you can.

View as a Web Page

Pacific Lutheran University

University Relations

12180 Park Ave S, Tacoma, WA 98447

(253) 535-7177

plufund@plu.edu

Unsubscribe

PLU



Dear %%SALUTATION%%,

You have done an amazing thing during a very difficult time — thank you. Your responsive, caring and prompt gift to the [Student Emergency Fund](#) is helping a student in need right now.

Already, 287 PLU students have applied for emergency funding. Your gift has been awarded or will soon be on its way to one of these students as an emergency scholarship. You are providing students immediate and necessary relief as they face mounting financial needs during this COVID-19 crisis.

Right now, you're helping students with needs like these:

- **Food security.** A student had been struggling with multiple sources of stress: home-schooling his children, supporting his unemployed partner, and keeping up with his education. Emergency funding will provide money for groceries, reducing his stress of providing food for his family.
- **Access to learning.** A student had previously been using the public library near her house for Internet access. With public libraries now closed, emergency funding will allow her to have

Internet access at home so she can keep up with her courses through distance-learning.

- **Reduced health risks.** A student with a chronic medical condition will better be able to protect himself by not continuing to work. Emergency funding will allow him to quarantine at home until the risk of contracting COVID-19 in his workplace is reduced.

Thank you for stepping up with certainty in a time of so much uncertainty. Thank you for **giving what you could so students could keep going and keep learning**. Your care and generosity means the world.

With gratitude,



Allan Belton, President

P.S. To share a personal note of encouragement for PLU students during this time, please visit the [Student Emergency Support](#) campaign page, where you can upload a video of yourself and see the outpouring of support that you have been part of already.

[View as a Web Page](#)

Pacific Lutheran University
University Relations
12180 Park Ave S, Tacoma, WA 98447
(253) 535-7177
plufund@plu.edu

[Unsubscribe](#)

PLU



Dear %%SALUTATION%%,

Thank you. **You have given with heart for students in need** during this challenging time.

In just one month, [you and hundreds of others have provided over \\$80,000 in emergency financial aid for PLU students.](#)

And students are so grateful for what you've done:

"Thank you for your help! It's a wonderful care package ... and [I'm] very grateful for the economic aid you are giving to me and my family."

"Thank you so much, I really appreciate the help. ♡"

"Because of this funding, I'm able to refocus my attention on my capstone and research and finish my semester strong."

As more caring people like you give to the [PLU Student Emergency Fund](#), aid will continue to go directly to PLU students in need.

Last week, 97 students had already been awarded \$71,424. Student

requests for aid range from \$300 to \$3,000, and cover everything from Internet (\$50/month) to family groceries (\$400/month) and more.

Because of you, a PLU student can now pay for these emergency financial needs and can keep moving forward with her education.

Thank you for your generous heart.

With deep gratitude,

A handwritten signature in black ink that reads "Allan Belton". The signature is written in a cursive style with a long, sweeping underline.

Allan Belton, President

P.S. Want to do even more? [Become an advocate to encourage others who can to support students in need right now.](#)

View as a Web Page

Pacific Lutheran University
University Relations
12180 Park Ave S, Tacoma, WA 98447
(253) 535-7177
plufund@plu.edu

Unsubscribe

PLU



Dear %%SALUTATION%%,

First and foremost, I hope you and your family are well. If this virus has touched your life or a loved one's life, please know our thoughts and prayers are with you.

As a monthly donor, **you are such a caring and generous member of the PLU community.**

Your consistent care is especially meaningful right now and is a bedrock for students during this tumultuous time. Thank you.

%%MERGE1%%

When you generously set up your monthly gift, you didn't know PLU students would be facing the urgent financial needs they are right now because of the COVID-19 crisis. You have been giving, not predicting this crisis, but because **you care about PLU students consistently.**

Your consistent care means more now than ever. Your generosity makes ongoing student support possible, even as we raise emergency funds to support unexpected student needs.

If you need to make any adjustments to your monthly support in

response to how the healthcare crisis is affecting your own life, please know that our **University Relations staff continue to be at your service**. If you would like to make any changes to your support, please contact donrel@plu.edu and a member of the team will be in touch.

Thank you again for the consistent care you have shown PLU students as a monthly donor. You have been so generous. **Your continued support, if you're still able, means the world right now.**

With gratitude,



Allan Belton, President

P.S. For the latest updates about COVID-19 and the PLU community, please visit the [PLU COVID-19 website](#), which also includes [messages to the PLU community](#) and an opportunity to support students even more right now, if you can.

View as a Web Page

Pacific Lutheran University
University Relations
12180 Park Ave S, Tacoma, WA 98447
(253) 535-7177
plufund@plu.edu

Unsubscribe



Subject line: Thank you for supporting the Tulane research



Tulane University

Your support of the Emerging Research in Infectious Disease Fund assists Tulane in responding to the current global public health emergency.

Dear Ms. Kai,

Your meaningful gift provides crucial funding for Tulane researchers at the forefront of the fight against the COVID-19 virus. Your support will ensure we remain ever ready in our efforts to step up when called upon to battle new emerging infectious diseases in the future. As always, Tulane is on the frontlines of battling this virus, and I appreciate your support in this fight against COVID-19.

Warmly,

Michael A. Fitts
President
Tulane University

Tulane University Office of Donor Relations
1555 Poydras Street • New Orleans, LA 70112
giving.tulane.edu

Update your email preferences [here](#).



Tulane University

**You did something extremely selfless, and I want to thank
you.**

Dear Ms. Kai,

You used the refund from your student account to support the Emerging Research in Infectious Disease Fund, which assists Tulane in responding to the current global public health emergency. Your meaningful gift provides crucial funding for Tulane researchers at the forefront of the fight against the COVID-19 virus. Your support will ensure we remain ever ready in our efforts to step up when called upon to battle new emerging infectious diseases in the future. As always, Tulane is on the frontlines of battling this virus, and I appreciate your support in this fight against COVID-19.

Warmly,

A handwritten signature in black ink that reads "Michael A. Fitts".

Michael A. Fitts
President
Tulane University

Tulane University Office of Donor Relations
1555 Poydras Street • New Orleans, LA 70112
giving.tulane.edu

Update your email preferences [here](#).

Subject line: Thank you for supporting the Tulane research



The bold step you took in making your first gift to Tulane University—especially during the current global crisis—highlights your commitment to supporting our students, our faculty and research, and an environment for excellence.

During these unprecedented and uncertain times, we know there are many worthy organizations asking for your help. We are so appreciative that you chose Tulane, and we look forward to sharing the impact of your philanthropy in the future. Thank you for your first gift.



Subject line: Thankful for your gift one year later



The bold step you took a year ago in making your first gift to Tulane University highlights your commitment to supporting our students, our faculty and research, and an environment for excellence.

The anniversary of your first gift is approaching, and we want you to know how grateful we are for the impact that your philanthropy makes at Tulane. Donors like you are crucial to our success, now more than ever, as the university confronts unprecedented challenges. We are truly appreciative that you chose to support Tulane.

Subject line: Thank you for supporting the Tulane School of Medicine



Tulane University



Your support of Tulane's medical providers is having an immediate impact.

Dear Ms. Kai,

You made a thoughtful gift to support Tulane School of Medicine residents and other providers on the front lines of delivering healthcare during the COVID-19 pandemic. Despite many personal stresses, these heroes risk their own health to address the medical needs of patients. They find some comfort in knowing that their most critical needs, such as food, scrubs, and other essential items will be met through your support. Your gift allows Tulane the flexibility it needs to address the emergent needs of first responders and other personnel during this and other disasters, crises, or emergency situations. Tulane is playing a leading role in confronting COVID-19 head-on, and I appreciate your support in this important fight.

With gratitude,

A handwritten signature in black ink, appearing to read "L. Lee Hamm".

L. Lee Hamm
James R. Doty Distinguished Chair in Medicine
Senior Vice President and Dean
School of Medicine
Tulane University

Tulane University Office of Donor Relations
1555 Poydras Street • New Orleans, LA 70112
giving.tulane.edu

Update your email preferences [here](#).



Subject line: Thank you for supporting Tulane students



Tulane University

The gift you made will have an immediate impact on our students in need.

Dear Ms. Kai,

The well-being, safety and security of Tulane students is always our first priority. During the chaos and disruption of this global pandemic, I am so grateful for the gift you made to the Student Emergency Aid and Assistance Fund. It will have an immediate impact by helping our students navigate this uncertain time. Knowing they have friends like you in their corner makes it a little easier for them to cope. By banding together to help, as Tulanians do during challenging times, we will emerge stronger than ever.

Warmly,

Michael A. Fitts

President

Tulane University

Tulane University Office of Donor Relations

1555 Poydras Street • New Orleans, LA 70112

giving.tulane.edu

Update your email preferences [here](#).

Subject line: Thank you for supporting the Tulane research



You did something extremely selfless, and I want to thank you.

Dear Ms. Kai,

You used the refund from your student's account to support the Emerging Research in Infectious Disease Fund, which assists Tulane in responding to the current global public health emergency. Your meaningful gift provides crucial funding for Tulane researchers at the forefront of the fight against the COVID-19 virus. Your support will ensure we remain ever ready in our efforts to step up when called upon to battle new emerging infectious diseases in the future. As always, Tulane is on the frontlines of battling this virus, and I appreciate your support in this fight against COVID-19.

Warmly,

A handwritten signature in black ink that reads "Michael A. Fitts".

Michael A. Fitts
President
Tulane University

Tulane University Office of Donor Relations
1555 Poydras Street • New Orleans, LA 70112
giving.tulane.edu

Update your email preferences [here](#).

Email Acknowledgement

Advancement Staff

- **Sent from VP Rod Grabowski**

Email:

Subject Line: Thank you!

Dear First Name,

At times like this, knowing there are members of the UB community that embody generosity is humbling and inspiring. Thank you so much for investing in the X SCHOOL with your recent gift/pledge payment to the X FUND.

Your personal commitment as a member of the Advancement team is particularly meaningful at this worrying and difficult time for all of us—and it speaks volumes of your kindness and compassion. It is your ongoing support of UB that enables the university to provide the resources to support our community during these difficult circumstances. Each and every day we are putting your contributions to work where they will have the maximum impact at UB. Thank you for your investment and commitment to UB.

My best wishes for you and your family.

Rod

Email Acknowledgement

Gifts & Pledges \$25K+

- **Sent from VP Rod Grabowski**

Email:

Subject Line: Thank you!

Dear First Name,

At times like this, knowing there are members of the UB community that embody generosity is humbling and inspiring.

Thank you so much for investing in the X SCHOOL with your recent gift/commitment to the X FUND.

The fact you are thinking of others, at this worrying and difficult time for all of us, speaks volumes of your kindness and compassion. It is your ongoing support of UB that enables the university to provide the resources to support our community during these difficult circumstances. Each and every day we are putting your contributions to work where they will have the maximum impact at UB. Thank you for your investment and commitment to UB.

If you are interested in learning how UB is managing during this pandemic, please visit www.buffalo.edu/coronavirus.

My best wishes for you and the people close to you.

Rod

Email Acknowledgement

Gifts and Pledge Payments \$1 to \$24,999

- Sent via iModules from VP Rod Grabowski

Email:

Subject Line: Thank you!

Dear First Name,

At times like this, knowing there are members of the UB community that embody generosity is humbling and inspiring.

Thank you so much for investing in the University at Buffalo with your recent gift/pledge payment.

The fact you are thinking of others, at this worrying and difficult time for all of us, speaks volumes of your kindness and compassion. It is your ongoing support of UB that enables the university to provide the resources to support our community during these difficult circumstances. Each and every day we are putting your contributions to work for maximum impact. Thank you for your investment and commitment to UB.

If you are interested in learning how UB is managing during this pandemic, please visit www.buffalo.edu/coronavirus.

My best wishes for you and the people close to you.

Rod

Email Acknowledgement

Student Emergency Funds \$1 to \$4,999

- **Sent via iModules from VP Rod Grabowski**

Email:

Subject Line: Thank you!

Dear First Name,

At times like this, knowing there are members of the UB community that embody generosity is humbling and inspiring.

Thank you so much for investing in the University at Buffalo with your recent gift to support our student emergency funds.

The fact you are thinking of others, at this worrying and difficult time for all of us, speaks volumes of your kindness and compassion. It is your support of UB that enables the university to provide the resources to support our community during these difficult circumstances. Your thoughtful contribution will give our most vulnerable students, as well as our healthcare community, access to the resources that are critical to getting them through this challenging period.

If you are interested in learning how UB is managing during this pandemic, please visit www.buffalo.edu/coronavirus.

We - and the whole UB family - are grateful for your generosity.

Rod

Email Acknowledgement

UB Emergency Funds \$5K+

- **Sent from VP Rod Grabowski**

Email:

Subject Line: Thank you!

Dear First Name,

At times like this, knowing there are members of the UB community that embody generosity is humbling and inspiring.

Thank you so much for investing in the X SCHOOL with your recent gift/pledge payment to the X FUND.

The fact you are thinking of others, at this worrying and difficult time for all of us, speaks volumes of your kindness and compassion. It is your support of UB that enables the university to provide the resources to support our community during these difficult circumstances. Your thoughtful contribution will give our most vulnerable students, as well as our healthcare community, access to the resources that are critical to getting them through this challenging period.

If you are interested in learning how UB is managing during this pandemic, please visit www.buffalo.edu/coronavirus.

My best wishes for you and the people close to you.

Rod



April 21, 2020

Dr. Mary Smith and Col. Joe Jones
1234 Sample Way
Portland, OR 97203-1234

Dear Mary and Joe,

Thank you for your gift to the University of Portland. As we adapt to this new way of life, your generosity makes a key difference in the lives of our students.

Now more than ever, it is clear that the world needs Pilots. We need our nurses, leaders, and researchers, and we need our teachers, activists, and artists. We need the people who will ask questions, assess needs, and take action. We need the fearless heart, the curious mind, and the outstretched hand. With your gift to UP, you help meet that need, and we are endlessly grateful.

Thank you for making the University of Portland possible.

Sincerely,

Connie Ozyjowski
Associate Director of Donor Engagement

PS- For our safety and yours, we're transitioning to providing our receipts online as much as possible. To make sure we have your email address, please contact us at giving@up.edu.

YOUR TAX RECEIPT

Gift Date: 4/21/2020
Gift Amount: \$1,000.00
Gift Designation: Presidential Hope Fund: Immediate Assistance for Students

As no goods or services were provided to you in return for your donation, the entire amount of your contribution is tax deductible to the full extent otherwise allowed by law. Please feel free to retain this document for tax filing purposes. The University of Portland's tax identification number is 93-0401259. UP is a 501 (c)(3) tax-exempt organization.

To view this email as a web page, go [here](#).



Dear Kathy,

On behalf of the entire Villanova community, thank you for your meaningful gift in support of the Student Emergency Fund. Your support is helping us meet the most immediate needs of our students during these unprecedented times, and we are deeply grateful for your generosity. In recognition of your contribution, I am pleased to welcome you as a member of the President's Club this fiscal year.

Your support embodies Villanova's Augustinian tradition, emphasizing service to and care for one's community. Our community—comprised of alumni, students, parents, faculty, staff and friends—is Villanova's bedrock. Together we celebrate achievements and together we overcome challenges.

Thank you, again, for your enduring commitment to our Villanova community. I wish you and your family a happy Easter.

With gratitude,

Michael J. O'Neill, P '22, '24
Senior Vice President, University Advancement

This email was sent to: [REDACTED] by Villanova University, 800 Lancaster Avenue, Villanova, PA, 19085 USA. [Unsubscribe](#)

To view this email as a web page, go [here](#).



Thank You, Ross!



Dear Ross,

On behalf of Villanova University, thank you for supporting our students during these unprecedented times and making a gift during the month of March.

With this gift, you have renewed your membership in the Villanova Loyalty Society! This distinctive society recognizes Villanovans who give to the University for three or more consecutive fiscal years. As a sign of our gratitude for your dedication, [please enjoy these Villanova Zoom virtual backgrounds](#) featuring iconic scenes from campus, including the Oreo and St. Thomas of Villanova Church.

Together, our students, faculty, staff, parents and alumni are facing today's current challenges and demonstrating, yet again, the power of the Augustinian values of *Veritas, Unitas, Caritas*. Examples include the University supporting the local community with [donations of personal protective equipment \(PPE\)](#) and College of Engineering Professor C. Nataraj, PhD, assembling a team of fellow engineering faculty, industry professionals and graduate students to [design, develop, test and validate a low-cost ventilator](#) to address the region's needs.

By being a part of our committed group of alumni, parents and friends, you are helping to ensure that generations of Villanovans will continue to **ignite change**—in our communities and around the world.

Warm regards,

Heather Potts
Associate Vice President for Development
1-800-486-5244
theannualfund@villanova.edu

[Matching Gift Company Search](#)

[Update Your Information](#)



VILLANOVA
UNIVERSITY
Annual Fund

This email was sent to: [REDACTED] by Villanova University, 800 Lancaster Avenue, Villanova, PA, 19085 USA. [Unsubscribe](#)

This is not communications DIRECTLY to a donor, but to students who we want to write thank you letters to donors. I run The Gratitude Project, our annual thank you letter writing campaign where scholarship recipients are asked to write a thank you letter to their generous donors. The messaging is usually "think about all the awesome things you've done here and are going to do, and now think of your donors as investors in your awesomeness." I also explain how most UNH donors are alumni, so they are Wildcats too and just want students to have the same great experiences they had as a student. Of course these days, things are quite different because of COVID-19. I completely trashed all the pre-written messaging I had been working on, and went with something more personal and college-age friendly in my outreach email to students to get them to do a thank-you letter. We've had good response so far. I was worried with everything going on, this year might be an anomaly and we'd get nothing.

From:

Sent:

To:

Subject : Gratitude Project 2020

Hi >>Student First Name<<<— Hope you are doing well and staying healthy. I'm writing to invite you to be part of the Gratitude Project, where students who received scholarships for the 2019-20 school year write a thank you letter to their donors.

To be honest, I was hesitant to even send this email. I know how hard you students are working, and how many emails you're slogging through every day, and how much you must miss being at school. I know for seniors, a postponed Commencement is tough to think about, too.

It's hard to focus, and who knows when we'll be back to normal. This sucks.

BUT, then I had a thought. I've been seeing the stuff online about all the nice things people are doing for each other — applauding doctors and nurses, making homemade masks, delivering groceries to elderly neighbors, sending words of encouragement via video, etc. A lot of small "random acts of kindness" that are brightening up people's days as we all go through this together.

And I started to think about how a thank you letter from you to your donors isn't just you showing your gratitude for your scholarship — it's also a chance to simply do something nice for someone. It's no exaggeration to say that UNH scholarship donors look forward to getting these letters every year. They like to hear how they've helped you achieve your goals, and they also like to hear about you and your UNH experience. So many of them are alumni, they love hearing about what UNH is like today, and think back about their own time on campus.

It's not even so *random* an act of kindness — these donors created scholarships because they wanted you to have the very best experience at UNH possible, without having to worry so much about making ends meet financially. They might not know you personally, but they believe in you anyway. Think of all you accomplished or experienced *before* this Coronavirus stuff started, and what you plan to do next, when it's behind us. *Those* are the ways that your scholarship donors have helped you.

At a time when we're all feeling a bit helpless and restless, why not do something nice like 'thank you' to make someone else's day, right?

We're making it really easy, and if you've done this before, this will sound familiar! Just go online and fill out a survey (see link below), which we'll format into a letter and mail off to your donor. Before you fill it out, make sure you read through what I've attached to this email: information about your specific scholarship and the people behind it, as well as some things to think about that you'll want to include in your responses.

Please complete the online form by **Wednesday, April 29**. Questions or concerns? Not sure what to even say right now? Email me; I'm here to help you get started sharing your story!

— Michelle

[Michelle Morrissey '97](#)

Director of Donor Communications
University of New Hampshire
9 Edgewood Road | Elliott Alumni Center
Durham, NH 03824
Office: [603] 862-0527

Board member, [New Hampshire Women in Higher Education Leadership](#)

[Learn more about the impact of philanthropy at UNH](#)

This e-acknowledgement is for our VP of Development, who moved her previously printed thank you's to an electronic format.



Dear \$salutation\$,

At Colorado State University, Rams take care of Rams - and your recent gift is proof. Your generosity helps us support our students and conduct critical research, even as our circumstances require us to be nimble and innovative. As we adapt to new methods of learning and collaborating, we will reflect fondly on your thoughtfulness and how you help ensure CSU remains resilient.

COVID-19 presents unusual challenges for all of us, and your efforts to demonstrate dedication to CSU in the face of these challenges have not gone unnoticed. You went the extra mile, and for that, we are beyond grateful. Thank you for being such a steadfast member of our community, and thank you for helping us care for our Rams family. We hope that you and your loved ones are staying well.

With gratitude,

A handwritten signature in green ink, appearing to read "Kim Tobin".

Kim Tobin
Vice President for University Advancement

If you would like to receive thank-you messages from CSU in a nonelectronic format, please contact the Office of Donor Relations and Stewardship at (970) 491-7774 or at donor_relations@colostate.edu .

STATE YOUR PURPOSE
- THE CAMPAIGN FOR COLORADO STATE UNIVERSITY -



Colorado State University

We crafted electronic acknowledgments for a few key individuals within the UConn Foundation and UConn Health in response to donations made to our COVID-19 Rapid Response Fund and our Students First Fund-- the only two areas we are soliciting for at this time.



Thank you for making a difference



Dear John,

YOU ARE AMAZING! In these unprecedented and uncertain times, your generosity and that of others is incredibly encouraging and inspiring to those on the front lines.

Your donation in support of our front-line healthcare staff has an immediate impact on our ability to serve our community's needs. Thank you!

Though we are physically distant, our community remains socially and globally connected. We're in this together. Thank you again and be well!

Sincerely,

A handwritten signature in black ink, appearing to read 'Peter Lamothe', with a stylized, cursive script.

Peter Lamothe

Associate Vice President for Development, Health Sciences

As the current situation changes rapidly, visit [UConn's Coronavirus \(COVID-19\) Updates webpage](#) for the latest updates.

Created to thank those giving to our general
COVID response fund.

From: Loma Linda University Health

April 6, 2020

Thank you for providing safety and protection. Your gift for COVID-19 Clinical Care means critical medical supplies are present. Every time our healthcare providers don personal protective equipment—your compassion becomes a reality. When a caregiver reaches for *available* hand sanitizer and gloves—your gift makes a difference.

In unprecedented times, your response to an urgent request for financial support brings a physically-distant community together. We have seen the beauty of humanity shine through you and we are grateful.

Thank you for being part of the answer and solution to navigating this ever-changing reality.

Sincerely,

This is the template of the email we've been sending to students. It's long, but this is the edited down version!

The Gratitude Project:

Writing Your Scholarship Thank You Letter

What's This All About?

Every year, donors give to the university to support students like you. In return, they like to hear about you, your journey, your experiences, through a thank you note. That's what you'll be sharing with them by taking part in The Gratitude Project.

Who Will This Benefit?



You!

Many students who have written thank you letters to donors have been able to create mentor/mentee relationships ... so many of our donors are UNH alumni, so they feel a strong connection to your success. You also get to learn more about where your scholarship comes from, and the real people behind it.



UNH + Future Students

Donors are motivated to help the next generation of Wildcats. When they hear from you, they know their money is being put to good use, and that inspires them to give more, and create new scholarships to help even more students like you. So they're more likely to support the colleges, programs and experiences of future Wildcats, all because of you.

What Do I Write?

Keep in mind: The purpose these questionnaires/thank you notes are to (1) thank your donor and (2) share your story.

Give yourself a few minutes to think of good answers. Be thoughtful. Most of our donors are alumni, fellow Wildcats like you, so they love to hear about what everyday life is like on campus these days, your background, your academic goals, your extracurricular activities (including community service and leadership roles), your career aspirations, etc.

Remember that donors don't select their scholarship recipients, so avoid thank your donors for *choosing* you; thank them for their **support** instead.

Check your spelling and grammar. And as always, keep in mind that you are representing yourself as well as the university.

Be as personal as you feel comfortable being. You certainly don't have to divulge any private information you don't want to, but donors want to get to know you, so think of some meaningful things about yourself that you'd like them to know.

Be sure to answer the question about how this scholarship is helping you at UNH. Express your gratitude for this financial support, be sincere, be your awesome self. What does this scholarship mean to you? What has it allowed you to do?

“ *It made it so real. To actually know someone is benefitting from this scholarship is pretty overwhelming. My kids love hearing from students. They are so proud their dad's memory is helping students as UNH who share his passion for civil engineering.* ”

— Donor who received a letter from the recipient of a scholarship she created in memory of her deceased husband



What *the* heck?

FREQUENTLY ASKED QUESTIONS, AND HELPFUL ANSWERS

Q: What IS a donor-sponsored scholarship, anyway?

A: Of all the different kinds of financial aid available to UNH students (federal loans, federal and university grants, work-study), donor-sponsored scholarships are those scholarships that were created with money given by individuals or foundations.

Q: How did I qualify for this scholarship?

A: Some donor-sponsored scholarships have guidelines that they should go to students studying certain fields, or from certain geographical areas. Some are financial need-based, and others are merit-based, while some are a combination of both (for example, a scholarship that is meant for students who show financial need AND maintain a 3.0 GPA). And many of them are simply for students enrolled full-time at UNH — with very few restrictions at all.

Q: So donors get to decide who gets their scholarship?

A: No. Donors *create* scholarships at UNH to benefit students, but the scholarship is actually *awarded* by the Financial Aid Office, or your college/school, or through Athletics. So when you write a thank you letter to your donor, you won't be thanking them for *choosing* you, but you'll be thanking them for supporting a scholarship that benefits you.

Q: Is my scholarship for a semester, a full year, or all my college years?

A: Short answer is, it depends. We know it can be confusing to weed through all your financial paperwork. Your best resource for those kinds of questions is with the folks in your college who notified you when you first got your scholarship, or UNH Financial Aid Office. You can reach them at 603.862.3600 or via their website, which is FULL of helpful stuff: www.unh.edu/financialaid.

Q: What is Donor Relations, and what do you do at UNH?

A. Donor Relations is a six-person team within UNH Advancement, the fundraising arm of the University. We focus on showing donors the impact of their generosity, and educating students about how donors support UNH in a million different ways — through scholarships like yours, but also by supporting programs, facilities, faculty ... pretty much everything at UNH has some kind of connection to donor support. We're basically the department that says "Thank you!" to UNH donors, and "Congratulations!" to students like you—it's a pretty cool gig. You can reach us at any time by calling 862-0527; we're happy to talk with you about what donors make possible at UNH, how you can share your story with a donor, or even help you write your thank you letter if you feel a bit lost!

FIU DRS revised all Acknowledgement Letter templates to address the COVID-19 crisis. This sample from our President Mark D. Rosenberg features our donor centric " Because of You" focus.



FIU DRS revised all Acknowledgement Letter templates to address the COVID-19 crisis. This sample from our President Mark D. Rosenberg features our donor centric " Because of You" focus.

April 17, 2020

«Addressee_for_Merge»
«Position»
«Org_Name»
«Address_Line_1»
«Address_Line_2»
«Address_Line_3»
«City», «State» «ZIP»

Dear «Salutation_for_Merge»,

Because of donors like you, FIU remains a rock in a sea of uncertainty.

Thank you for making it possible for us to press on through this pandemic, respond to the new normal with agility and compassion, and band together with our community. Because of you and our resilient students, we will emerge stronger and better.

«First_Name_Salutation», I am especially grateful for your «Gift_Type» of «Gift_Amount» to the «Fund_Name». <<Additional personalization pertaining to the gift/fund>>.

At times like these, standing on the rock that is our institution, I see that 50 years of visionary philanthropy has fortified our university, launched academic dreams, and transformed our community. I look ahead to a hopeful future that transcends this crisis, and the next, and the next. Together with friends and family like you, we will lean in, lift one another, and solve for a better future. That is and always will be the FIU way.

Thank you for your commitment and generosity to FIU and those we serve. I wish for good health and strong hearts until we meet again.

Sincerely,

Mark B. Rosenberg
President

We created a temporary acknowledgement letter template to better reflect our current situation, as we are not able to present concerts or interact with our donors in person.



April 22, 2020

Mr. and Mrs. Generous Donor
1234 Arts Avenue
Dallas, TX 75201

Dear Mr. and Mrs. Donor,

Thank you for your support of the Dallas Symphony Orchestra's Annual Fund! Your gift helps make inspiring musical experiences accessible to thousands of children and adults throughout North Texas.

At the Dallas Symphony, although the orchestra cannot perform for the time being, we are continuing to reach out to our community by all means possible – including online videos, performance broadcasts and opportunities to interact and connect with our musicians over social networking platforms.

Your tax-deductible donation and generous support will help the Dallas Symphony continue to provide inspiring music to our community and is especially appreciated during this interim period.

If I can be of assistance, please contact me at 214.555.1234 or email@dalsym.com.

Thank you for supporting the DSO as we look forward to a bright future of reaching all of Dallas with the music of hope and resilience.

All the best,

A. Great Fundraiser
Major Gifts Officer

GIFT DATE	AMOUNT/LEVEL	PURPOSE	FAIR MARKET VALUE of Benefits Provided
4/1/2020	\$5,000.00/Bronze Stradivarius Patron	2020 AF Individuals	\$0.00

*The Dallas Symphony is a tax-exempt, non-profit charitable organization as described in section 501(c)(3) of the IRS code. **We recommend that you retain this letter for tax purposes.***

This is a communication that our Annual Giving director is sending to our recurring donors before we automatically process their gift

Hello, {{Name}},

I hope this email finds you well and navigating our new normal with good health and happiness.

I want to say thank you for your sustaining support of MICDS through our recurring giving program. We appreciate your commitment regardless of whether you are a monthly or annual donor.

Your next installment is scheduled to run on {{Note}}. Your ongoing support of MICDS is very much appreciated, and we want to respect your giving wishes in the event your financial situation has changed.

Please let me know if you have any questions or if we can provide any assistance regarding your support.

Many thanks again,
Allison



This was a communication from our DoD to our Leadership Circle and Founder's Circle donors (our highest giving club levels). This was to notify them that their annual dinner with our Head of School was canceled. A video message from the HoS is also going out to all invitees on the evening of the event to personally restate gratitude and the spirit of unity with these leadership philanthropists at our school.

MICDS Leadership Dinner Update

Amy Dove

Thu, Mar 19, 2020 at 1:56 PM

Dear treasured donors and friends of MICDS,

The well-being and safety of every member of our School community is our top priority. Given the recent guidance from the CDC on limiting the spread of COVID-19, **we have made the difficult decision to cancel the Leadership Circle Dinner on April 15.** While we regret not being able to share our gratitude with you in person, we feel that it is important to take care of one another, and avoiding group gatherings and social events is emerging as a consistent and urgent recommendation from local and federal officials.

This is a difficult time for all of us. The challenges posed to our School community by the coronavirus pandemic are, and will continue to be, significant, but we are confident that we will find our way through them together. Your outstanding generosity and support of MICDS will be a key part of what helps us endure this crisis with the resources we need to keep our mission moving forward. We look forward to connecting with you in person sometime in the future. In the meantime, please know how grateful we are for your philanthropic leadership.

With my best wishes for you and the people close to you,

Amy

AMY MCFARLAND DOVE '85

Director of Development



101 North Warson Rd. | Saint Louis, MO 63124

P: | C:

E:

MICDS.ORG



We had a specific need for iPads so families could communicate with their loved ones in the hospital.

From: Loma Linda University Health

April 14, 2020

Thank you for the gift of communication. In a time of crisis, hearing a loved one's voice is so important. In a healthcare setting, the ability to connect with family members becomes crucial when being together just isn't possible. While technology is marvelous, this screen time—this family time—*would not* be possible without you.

In this uncertain journey, your compassionate response to an urgent request for financial support brings a physically-distant community together. We have seen the beauty of humanity shine through you and we are grateful.

Thank you for being part of the answer and solution to navigating this ever-changing reality.

Sincerely,

Since COVID-19, the Food & Beverage industry took a hard hit in South Florida where our university is located, and specifically impacting our hospitality students, alumni in the industry and especially supporters to industry who participate through various events. Development was able to raise funds to help support business in that industry in which most hire our alumni and students. #HelpingServeThoseWhoServedUs



Thank You

Your support and commitment to the hospitality and tourism industry in South Florida is greatly appreciated. With your help, we stand united to keep our FIU community, industry leaders, alumni, and students thriving.



Michael Cheng, Ph.D., CHE
Dean, Chaplin School of Hospitality & Tourism Management





A quick note of overwhelming gratitude



One week after the first appeal was sent, UAF Chancellor White gave a video update on how the Student Support fund has made an impact. He shared his gratitude for the \$47k raised since the pandemic and for the total \$130k since the fund was established. This email was sent to those who have contributed to the fund.

Dear Friend of UAF,

We asked for your help, and you responded. Thank you for contributing to the [UAF Student Support Fund](#). Because of your gift, our students are receiving help to manage the sudden loss of a job, food insecurity or medical and technology needs.

You have provided vital resources to help our university continue to offer a world-class education. We are grateful.

Thank you for being a caring member of Nanook Nation. Thank you for choosing UAF.

[Learn more about the university's response to COVID-19](#)



Development and Alumni Relations



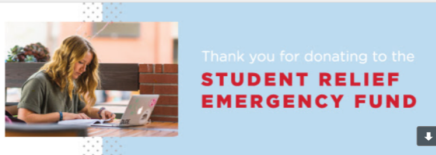
UAF is an AA/EO employer and educational institution and prohibits illegal discrimination against any individual:

www.alaska.edu/nondiscrimination/.

This was the impact report that we sent out 2 weeks after asking for support for the Student Emergency Relief Fund.

Email sent to donors who supported the student emergency relief fund telling them about who the money was being used.

BIOLA UNIVERSITY [View email in browser](#)



Hello [Primary Salutation](#),

Your recent gift to the **Student Relief Emergency Fund** was a huge blessing. To date we have received over \$90,000.00, and these funds are going to work immediately helping our students who have been negatively impacted by the COVID-19 crisis. Thanks so much for your generosity during these unprecedented days. Your gift is making a difference.

Kira McCracken
Associate Vice President for Advancement

YOUR GIFTS AT WORK

Helping students with food, housing and emergency needs

Through your generosity we have helped **149 students** through providing ...

- grocery gift cards
- meals for on-campus students who are "sheltering in place"
- housing assistance
- emergency travel
- other special needs


We also were able to help bring home **11** study abroad students.


The students that we helped include:
22 families, 49 children and 49 global students.


In the coming weeks, we expect that there will be more students who will have issues paying their rent or needing food assistance, so we are anticipating providing additional assistance with these needs.


Our Student Development and Student Success teams continue to monitor the ongoing needs and emergency requests of our students during the final weeks of the semester.

STUDENTS ARE SO GRATEFUL


 **Samantha Brush**
I am so humbled by your generosity and how the Lord provided. I was looking at my cupboard today wondering what I was going to do when that food runs out. I am incredibly grateful that you were open and willing to donate.

 **Nehemie Kasereka**
I wish to say thank you for your generosity during a hard time like this. Being a international student (from Africa) on a foreign land of America and having families that care about our safety (food, health, love) in such a time as this, it is an expression of God's love and reveals the Unity of God's family. God bless you all.


 **Victoria Chiang**
Thank you to all who donated to the Emergency Relief Fund. It will go a long way for me and my mom (and of course many other students) who are low income and have been negatively affected by this pandemic.

 **Rebeca Arce**
I want to thank everyone who is donating from the bottom of my heart. My family and I are going through some challenges, but we have complete faith that we will get through it and it is gestures like this that remind us that God is sovereign. He has given me the honor of joining this amazing community. I love Biola, and I am so thankful for everything this school has done for me.

THANK YOU FOR CARING ABOUT OUR STUDENTS!



Your ongoing prayers are appreciated during these days as our students complete this semester through classes online.

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13800 Biola Ave., La Mirada CA 90639

This is a thank you email to everyone who is supporting our COVID-19 relief efforts with product, food, and monetary donations.

Geisinger

Hi Anna,

Thank you so much again for your donation to support our COVID-19 relief efforts. Because of your generosity, we have been able to deliver critical supplies and services directly to our frontline teams, so they can stay safe and care for our friends, neighbors and loved ones.

In the past few weeks, here is what you and other members of our community have provided to our Geisinger caregivers:



We are truly overwhelmed by this outpouring of support. As the pandemic continues to evolve, our needs change daily – sometimes hourly – making your generosity more vital and meaningful than ever before.

I will continue to stay in touch with more updates, including stories from the front line and more opportunities for you to get involved. [In the](#)

meantime, I invite you to share a message of thanks and inspiration for our caregivers. This simple act of kindness only takes a minute but will make such a difference.

Again, thank you for supporting our COVID-19 relief efforts. We couldn't do it without you.

Sincerely,

Nancy Lawton- Kluck
Chief Philanthropy Officer
Geisinger

P.S. As a not-for-profit organization, Geisinger relies on donors like you to help make what we do possible. [If you are able to give an additional gift](#), we thank you in advance, and assure you that every penny will go toward protecting our employees and caring for our friends, neighbors and loved ones.

This email was sent by: Geisinger Health
100 N. Academy Ave., Danville, PA, 17822 US

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UMassAmherst



Dear Elizabeth,

Thank you so much for your generous gift to the Student Care & Emergency Response Fund. We are deeply grateful for your support of our students during these unprecedented times. In the midst of the uncertainty and worry we all face right now, your kindness provides a source of strength and comfort to the UMass Amherst community.

As our students navigate new ways of living and learning, your gift will help them stay on track toward earning their degree. We look forward to updating you on how your gift is making a difference to students who have encountered unforeseen expenses due to the COVID-19 pandemic.

Thank you again for being a part of our giving community. Please take care of yourself, and know that your kindness and concern mean so much.

With gratitude,

Jennifer Farner '98
Exec. Dir. of Stewardship & Donor
Relations
University of Massachusetts Amherst

Nathan Adams '06
Exec. Dir. of Annual Giving
University of Massachusetts Amherst



Vols Help Vols

Dear `##salutation##`,

Thank you for supporting the Student Emergency Fund to help students and families navigate the transition to off-campus learning. Your support helps students cover expenses for essential academic needs, food, housing, and other emergency expenses.

During these uncertain times, we are grateful that you have chosen to bear the torch and give light to others. Thank you for supporting UT

students.

Your support shows that Vols truly do help Vols. Thank you again.

Sincerely,



Chip Bryant

Vice Chancellor for Advancement



gratitude.

UT Knoxville Office of Stewardship and Donor Relations

600 Andy Holt Tower || Knoxville, TN 37996-3550

865-974-3963 || gratitude@utk.edu



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Dear USA Hockey Foundation Circle of Champions Family,



The news these past weeks have been dominated by the spread of the COVID-19 pandemic and the turbulent markets. Each day, all of us are working through how this crisis will affect USA Hockey and The USA Hockey Foundation and our ability to continue focusing on the important mission we serve in each of your communities.

Thank you for your support and dedication to the sport of hockey and placing your trust in our organization. We will get through this difficult time together and come back stronger than ever because of the bonds that we share as a hockey family.

I invite you to view a special message from Pat Kelleher, Executive Director of USA Hockey and The USA Hockey Foundation by [clicking here](#).

Stay safe and be well,

A handwritten signature in black ink, appearing to read "Pat Kelleher". The signature is fluid and cursive, with a large initial "P" and "K".

Senior Director, The USA Hockey Foundation

We raised over \$30k in the first couple of days, exceeding our initial goal of \$10k. To celebrate this success, we sent a thank you email to the same ~12k alumni and donors. This spurred additional donations and engagement from our alumni base.



Dear Hardrocker Family and Friends,

WOW! We are blown away by your generosity! In two days, you've come together and raised over \$30,000 for our students struggling with the challenges of the COVID-19 pandemic! A special Thank You to all who have given financially and to those who have offered your services. We've been overwhelmed by your responses and your outpouring of generosity, kindness and compassion for our students.

The Office of the President will be contacting and working with students to administer these funds through a brief application and review process. Because of you, we have a tremendous start in helping our students overcome these unprecedented challenges.

If you'd still like to offer your support, it's not too late to give by visiting our [Student Emergency Fund page](#). The more that is available, the more students can be assisted. Please also consider sharing this campaign with your friends and family through social media, texting, or email. We are stronger together and every gift, great and small, is incredibly meaningful.

Thank you again to our Hardrocker family and friends. You are the hope in uncertain times.

Stay well,
Joel Kincart
SD Mines Foundation President

[Donate](#)