

CLASS OF 19xx & 19xx

March 2007

Dear «Salute»,

We admit it, we've procrastinated. You think that evil memories of being up until four in the morning drooling onto a keyboard, while attempting to string together a passable essay would be impetus enough, but it took the guilt of knowing we're the last of the Viking Decade class agents to complete our letters. In fact, we're so pitiful that we're doing the task together.

So we didn't fully learn the lesson of punctuality at Lawrence, apparently, but we've recently been reflecting on one thing that Lawrence taught us to hold dear: lifelong learning. Lawrence has made us, and I'm sure you, people who want to do more than just inhabit this world, but constantly learn from and contribute to it. What a great gift — one that we all want to see Lawrentians value in the future.

How about some examples. Ok, we will admit them, with absolutely no shame or embarrassment. XXX is taking tap dance lessons. And enjoying them! It's not exactly differential equations with Professor Greg, but it's an extension of that need for further learning. XXX, in an attempt to recover with style from her recent pregnancy, is studying Bikram Yoga. She is also learning and "teaching" baby sign language in an attempt to communicate with her new baby girl, XXX. (That's still a work in progress, as baby Natalie feels that just opening her mouth like a baby bird sufficiently communicates "more.") Each of us can tell part of that lifelong learning story, whether it's through travel or joining the local kickball team.

This year we encourage you to honor that enduring tradition of learning with a gift to The Lawrence Fund. Our gifts to The Lawrence Fund support the education and experiences of current students who will soon pick up the charge of lifelong learning. With more than 90 percent of Lawrence students receiving need-based and/or merit-based financial aid each year, our participation is more crucial than ever.

XXX has to point out in an "ABC Wide World of Sports" way that when it comes to the thrill of victory, the Class of 19XX leads the classes from the past 10 years with the highest donor participation rate, and has for several years. Make XXX proud, Class of 19XX, and make the Classes of 19XX and 19XX the top two classes in the decade this year.

Give now. Give generously.

Warmest regards,

Name 'xx

Name 'xx

Class Agents

CLASS OF 20xx

March 2007

Dear «Salute»,

How often do you open a piece of mail to see a plea for money with something like this attached: . . . a chance to win \$5 million . . . enter to win a two week tropical cruise . . . receive a free umbrella . . . win free gas for a year . . . a getaway weekend could be yours . . . a two hour shopping spree . . . earn a free tote bag.

It is that time of year again when I write to ask for your support to The Lawrence Fund. Unlike the many other groups out there I am not going to suggest your generosity is dependent upon a chance to get a free gift or that the 1 in 5 billion odds of winning a huge prize sends you in a mad dash for your checkbook. Instead, I want to remind you of the things you already know about Lawrence and suggest that supporting our alma mater is a “sure thing” when it comes to ensuring the effectiveness of your donation.

Lawrence is an innovative and vibrant community, offering a plethora of unique educational avenues not available at many settings. We all benefited from things such as the low student to faculty ratio and the one-of-a kind Freshman Studies introduction to learning. But, have you heard of the new groundbreaking Lawrence Fellows program? This program allows post-doctoral fellows to bring their specific expertise directly into the classroom and provide Lawrence students with exposure to cutting edge research and specialized classes in departments across campus. Conversely, Lawrence continues their commitment to liberal education in the Fellows program by providing valuable teaching experience to the next generation of educators.

Our donations contribute directly to the high standards and pioneering approach of a Lawrence education. More than 90 percent of current Lawrence students receive some type of financial aid. High alumni participation rates help provide the resources to make sure that future students also receive aid and that Lawrence admissions can maintain their need-blind policies. Further, tuition at Lawrence may be climbing but alumni contributions help moderate these increases by providing a “hidden grant” between full tuition and the actual cost of a year at Lawrence.

As you consider making a gift to The Lawrence Fund this year, I encourage you to remember what Lawrence has meant to you. Every gift The Lawrence Fund receives is a tremendous help. While I can't promise you a new car, a chance to win a trip to Europe, or even a new pair of mittens, I do know that your gift will be put to a positive use and help maintain the high standards that we enjoyed at Lawrence. If you have already made a gift this fiscal year, thank you very much and if you are considering it now, I hope you will go ahead and send in the below pledge form.

Warmest regards,

Name 'xx
Class Agent

CLASS OF 20xx

March 2007

Dear «Salute»,

“At the core of anything great that has ever happened, anywhere, is a simple idea: we must care about each other, no exceptions. It is the stuff of revolutions, fairy tales, and everyday miracles — tiny, almost invisible. It is the spark that causes us to reach beyond our own lives and do something. This idea occasionally gets drowned out by noise and nonsense but eventually, inevitably, it comes bubbling up. And if we listen, worlds get transformed. More importantly, so do we.”

That is one of my favorite quotes. I don't know who said it and I don't know the occasion on which it was first said, but it has always resonated with me. I first came across this quote during late winter of our senior year at Lawrence. As you might recall, this was a time when many of us were realizing that graduation was actually going to happen and we were soon going to be pushed out into some version of “the real world.” As expected, graduation came and went, and we walked across the stage on Main Hall green feeling proud, scared, happy, and maybe a little bittersweet. Yet we knew, whether we could articulate fully at that moment or not, that the simple idea that quote talks about — of caring for each other and using our talents to better ourselves and the places we call home — had been instilled in us during our time at Lawrence.

Overall I think there is something very hopeful about the message of this quote, a sense that if we take some action to reach out to those around us, tomorrow will be better than today. I hope that after receiving this letter each of us will find some time in the near future to put the noise and nonsense of our increasingly fast-paced lives to the side for a few minutes and recall our time on campus, reconnect with old friends, and appreciate the spark that Lawrence gave each of us.

As you consider your gift this year, I encourage you to become an active part of Lawrence's present and future. By giving to Lawrence today you are fostering the spark of education and enrichment of current and future Lawrentians.

Warmest regards,

Name 'xx
Class Agent

CLASS OF 20xx

March 2007

Dear «Salute»,

We are approaching a special time. Believe it or not, we are very near to a half decade out of Lawrence University. While those long days and nights of studying for a final, writing a paper, or practicing for a recital seemed to have stretched on for eons, these past five years have seemingly flown by.

Perhaps it is because of this five year milestone, or the fact that time is dashing forward that I have been spending more and more time reminiscing about our time together at LU. I truly hold these memories dear and they have only increased my passion for the value of our education and shared experience at Lawrence. While my memories often revolve around athletics, Greek life, studying abroad, and volunteering, yours may involve musical experiences, student government, academics, residence life, on-campus employment, student clubs and groups, or a vast variety of other activities. Oh, and who can forget the priceless time spent with our fellow students just hanging out, partying, or enjoying the company of each other.

The beauty of these memories for me is the knowledge that we are all part of a unique shared community. A community which values curiosity, generosity, drive, spirited debate, diversity, compassion, and pride. A community that we know we can draw on during times of difficulty. A community that celebrates with us during our personal achievements. A community within which we are, and always will be, valued, appreciated, and remembered.

So, rejoice in that community and those memories. Rekindle those friendships that may have lapsed. And let us, the Class of 20xx, help allow future Lawrentians to be a part of our shared community. This gift can take on different forms, be it monetary, such as a gift to The Lawrence Fund, or through volunteered time. You can help fellow alumni become comfortable in your geographic location by joining your regional alumni association or you can help shape future classes at Lawrence by interviewing prospective students.

Give that gift of time or money, even if it is just a little. While it may seem somewhat trite, it is our chance to show our pride in our alma mater and our shared experience.

I'm thinking of you and look forward to our Reunion in 2008.

Best,

Name 'xx
Class Agent

CLASS OF 20xx

March 2007

Dear «Salute»,

You know what The Lawrence Fund is and what it does. You heard enough from me about The Lawrence Fund our senior year, and subsequently, once a year thereafter. So here's the deal, I assume that you know what The Lawrence Fund is and why it is important to Lawrence University. So in the absence of my usual gibber jabber about the fantastic things The Lawrence Fund contributes to, I give you:

How to make a gift to The Lawrence Fund: A Step-by-Step Process.

Step 1: Go to the "internet" (it's on computers now!).

Step 2: Go to www.lawrence.edu.

Step 3: Click the link for "alumni."

Step 4: Click the link for "Make a gift to Lawrence online."

8:37 a.m.

I will now make my gift to demonstrate how quick and easy this is.

8:41 a.m.

And I'm back. See that, four minutes. Four minutes! In geological time, even in regular time, that's nothing. So now it's your turn. Spend the four minutes and \$25 that it takes to give to Lawrence University. Be proud of our alma mater!

I hope all is well with you and yours and wish you peace and prosperity.

Sincerely,

Name 'xx
Class Agent

CLASS OF 20xx

March 2007

Dear «Salute»,

So, I've joined XXX as your co-class agent and am sending you my first letter! I am currently sitting at my kitchen table in Salt Lake City, Utah trying to avoid going outside because it is, as my parents call it, "Wisconsin" weather. They keep saying, "Look what you brought back from Wisconsin — take it back with you!" I then proceed to remind them that I haven't been in Wisconsin for about two years.

It is days like today when I really miss Lawrence. Why? Well, you could walk down the hall and chat with friends, put in a movie, or if you really had to you could work on homework. I know I can put in a movie or if I want to, I can work on some of my homework, but the wandering down the hall part is the problem. Calling friends on the phone isn't quite the same as walking down the hall. These random memories help me appreciate the four years that I was able to make my home at Lawrence.

I was only able to attend Lawrence because of the financial aid that I received. More than 90 percent of current students received need-based and/or merit-based financial aid this year. If it wasn't for the alumni who donate to Lawrence I might not have been able to attend the university.

Please donate to The Lawrence Fund this year and help keep the same number of students receiving financial aid next year as there are this year. I know many of us are still attending school and/or paying off our loans from attending Lawrence, but a gift of any amount will help students receive some kind of financial aid support.

Donating to Lawrence is a very easy thing to do. You can make a one-time gift and place it in the donation envelope included with this letter, or you can make a gift by credit card with the option of setting up a payment plan. With a payment plan, you can donate in certain months throughout the rest of Lawrence's fiscal year.

Please donate to The Lawrence Fund and help current students receive financial aid so they can have a similar experience to what we had at Lawrence

Sincerely,

Name 'xx
Class Agent

CLASS OF 20xx

March 22, 2007

Dear «Salute»,

Name 'xx is what you'd call a typical Lawrence student. He is involved in activities outside the classroom, receives scholarship support, is studying off-campus in France, and has engaged in a research project.

One of Lawrence's greatest selling points for prospective students is its focus on individualized learning. With a nine to one student-to-faculty ratio, Lawrence students have many opportunities to interact with professors one-on-one or in small groups through tutorials, independent studies, laboratories, studios, and honors projects.

Name, a linguistics major, spent last summer working with Associate Professor of German Ruth Lanouette on a project studying witness testimonies in a courtroom setting. The end goal of the study is to develop a way to train and prepare witnesses for cross examination. Justin was able to practically apply theory he learned in a classroom setting and didn't have to compete with graduate students for the research opportunity.

Individualized learning is a cornerstone of a Lawrence education. We are products of a liberal arts education, and we have memorable experiences of interacting with faculty members one-on-one and in small classes. I hope you will reflect on the impact these experiences had in shaping your career and life after Lawrence.

Lawrence needs our help. Generous alumni support continues to provide students with the same (if not better!) opportunities that we received as students. Our gifts to The Lawrence Fund keep the student-faculty ratio low, provide necessary scholarship support, and give students like Name the opportunity to explore academic interests outside the traditional classroom setting.

Please join me in making a gift to The Lawrence Fund today!

Sincerely,

Name 'xx
Class Agent

CLASS OF 20xx

February 2007

Dear «Salute»,

Can you believe we are actually done with college? It took me until Christmas to realize that summer was over and I wasn't going back to school in the fall for the first time in . . . well, my whole life, I guess. And while I am enjoying the working world and receiving a regular paycheck, there comes a time every month (mostly when the bills come), that I really miss Lawrence. Not having to worry about monthly rent, heat, phone bills, or if I have enough left over to buy groceries for the next week was really nice.

But that's not the only thing I miss about Lawrence; mostly I miss the people. You really get used to having friends around all the time. Pretty much anywhere you went there were people around to keep you company — Science Hall, the Rec center, the VR, Lucy's. Now that we've graduated we've dispersed to different cities and different states and it's much lonelier than it was at school. Even if there are other Lawrentians living close by, it's certainly not the same as having them right down the hall.

I am sure you all have realized by this point that I am really writing to ask for money. Amazingly, last year over 70 percent of our class gave back to Lawrence. I think this shows that we recognize that Lawrence has played an important role in our lives. I could go on about the value of giving back to our school, but I am sure you haven't forgotten it from last year. I just ask that you take a minute to think about what you miss most about Lawrence and consider making a gift this year. Your gift, no matter how big or small, makes a difference.

Sincerely,

Name 'xx
Class Agent