

## LAWRENCE CLASS

Dear «Salute»,

The 1995 Oscar nominated movie *Mr. Holland's Opus* tells the story of a young aspiring composer who is forced into taking a teaching job to support his family. When a budget shortfall in his school district forces a curtailment of the arts resulting in having to take early retirement he comments to his former boss, "You may teach the kids how to read and write, but they won't have anything interesting to write about."

In that once sentence, Mr. Holland states the case in support of a liberal arts education. Since 19xx we have been writing to you annually, and more recently semi-annually, urging your support of The Lawrence Fund, the fund that helps ensure that many young people may have the benefit of a liberal arts education. Education is the key to the strength of able leadership our world needs now and for future generations.

To the XX percent of you who have loyally and regularly supported The Lawrence Fund, this letter "preaches to the choir." You have received the message and you have responded. Thank you! Your support is greatly appreciated.

To the XX percent who are not participating, here is your opportunity to make a difference. Your investment in education will be a wise one.

## LAWRENCE CLASS

Dear «Salute»,

Here we are. It's the future! When we chose Lawrence, could we possibly have known where life would take us? Did anyone really predict the nature and degree of the challenges that lay ahead? Who knew what skills we would need to meet those challenges and realize our ever changing dreams?

Fortunately for us, Lawrence not only knew what we would need but had the wherewithal to teach it to us. No matter what path we chose through Lawrence, we all learned to think critically and to write clearly. We learned to be open to new ideas and to question old ones. We were inspired to be self-directed learners — not just for the four years of college but for life. We learned that education is not just job training.

Surely I don't need to convince you that the need for these skills has never been more critical than now. My hope is to convince you to support Lawrence in its magnificent efforts to continue to turn out world citizens who can think critically and write clearly, who have the knowledge and wisdom to address complex issues and who have the moral courage to stand up for what is right.

Please visit Lawrence's website, [www.lawrence.edu](http://www.lawrence.edu) to learn about the many programs — both old and new — that you can support with a donation to The Lawrence Fund. In fact, you can even make your donation online by going to [www.lawrence.edu/giving](http://www.lawrence.edu/giving). There you can make a onetime gift or you can spread your gift over several months. Please be generous. A lot of young people are counting on you! These are the people who will be making the choices that determine our retirement world.

## LAWRENCE CLASS

Dear «Salute»,

*Plus ça change, plus c'est la même chose —  
The more things change, the more they remain the same.*

Much has changed, but the foundation remains. The bricks and mortar of Sage, Ormsby, Main Hall, and the Chapel survive proudly. The rigor of *Freshman Studies*, Plato's *Republic*, and the individualized learning where professors know you by name successfully continue. Yet the changes and the improvements have been substantial. Warch, Hiatt, and Briggs now proudly overlook the Fox. The curriculum has blossomed with courses in Chinese, Japanese, Arabic, gender studies, and biomedical ethics just to name a few. The *Senior Experience* unifies the course work.

We invite you to subscribe to the weekly e-mail video "This is Lawrence," shot and produced by the students ([www.youtube.com/lawrenceuniversity](http://www.youtube.com/lawrenceuniversity)). It successfully and enjoyably updates all of us old alums on the vibrant on goings of the college.

We urge you to consider a financial gift to Lawrence so current students will continue to receive an education that reflects the core values of academic excellence and the ability to think critically. Our support will continue to foster the integration of knowledge and communication and the development of scholarly and artistic independence.

## LAWRENCE CLASS

Dear «Salute»,

Recently, my husband and I spent a weekend in Door County and chose to stay at Björklunden, Lawrence's northern campus just outside Baileys Harbor.

The new lodge at Björklunden was completed around the time we graduated, so few of us experienced what is now a common (though still wonderful) aspect of Lawrence student life — a weekend stay at Björklunden.

During our visit, four different student groups were in residence for the weekend: a linguistics class, a piano studio, a hip hop dance group, and a student activism club. It was an excellent cross-section of life at Lawrence. Academic and musical study, art and recreation, and community engagement were all represented by the students and faculty that weekend.

I was reminded, not for the first time, just how extraordinary Lawrence is in creating an environment where all such pursuits are nurtured and encouraged, particularly in such a way that departments, interests, and other typical boundaries are not rigid and where the learning continues outside the classroom — and away from Appleton, through the Björklunden campus.

Lawrence University's small size, excellent faculty and staff, and outstanding facilities are possible in large part to our ongoing support. Should you ever find yourself in Door County, I hope you take time to visit — or even stay at — Björklunden. The Summer Seminars are just one of a number of ways to enjoy this beautiful place on Lake Michigan. More importantly, I hope you'll consider a gift to The Lawrence Fund as the means for current students to experience and benefit from all that Lawrence has to offer, just as we did.

Whether in the classroom, at the piano, on the dance floor, or out with the community, Lawrence students benefit when you support The Lawrence Fund. Please join me in making a gift today.

## **MILWAUKEE-DOWNER CLASS**

Dear «Salute»,

It was not an easy winter, not in Maine or Missouri or Wisconsin or Virginia or — I could go on for too long, I'm sure. The days are getting longer and we saw 24 wild turkeys in our front yard this week. I don't know if that is a sign of spring, but it was a welcome distraction!

We remember the spring of violets and hawthorn blossoms, probably better than we remember what we did yesterday. The high school students of today, who are or could be our grandchildren, are thinking (obsessing?) about being admitted and choosing a college — a stressful time for many reasons, not the least of them the expenses of tuition and board. It is an emotional experience, with visits to campus, talks with alumni, and heartfelt talks with the adults in the family, who control the purse strings.

It is the distant past for us, yet I am sure we can all recall the thrill of a thick envelope in the mail and for most of us the relief of a promised scholarship. Once again we have the opportunity to make that possible for a young student. I've been asking you to do this every year for twenty years and I've never been disappointed at the response.

Get out your checkbook and we'll bring our trip down memory lane into the future. That is where the action is and we can still be a part of it.

## MILWAUKEE DOWNER CLASS

Dear «Salute»,

This year we have a special celebration of our college days with our 50<sup>th</sup> Reunion. Fifty years — the majority of which Milwaukee-Downer has been lovingly incorporated into Lawrence University. For those of you who have been to the Lawrence campus you know there is still a Hawthornden, the Sundial, the Chapman Room as well as the Downer Room filled with memorabilia from the Milwaukee-Downer campus.

We hope you will join us this September 24-25 in Milwaukee for our reunion to share memories. I do hope that you will find it in your heart (and your pocket book) to give a donation to Lawrence University in honor of this important milestone.

Lawrence consistently rates high in the polls of liberal arts colleges in this country with strengths in faculty and academics, plus a diverse, intelligent student body. We, as alums, can help to maintain the caliber of a university we can be proud of. Won't you please consider giving back, even a small amount, to show your appreciation for the last 50 years?

Thanks and look for the information about reunion coming soon!

## VIKING DECADE

Dear «Salute»,

Hello again from your friendly class agent. I just wanted to send along a quick reminder to give to The Lawrence Fund (if you have not already done so) before the end of the fiscal year.

The Lawrence Fund is vital to both the ordinary day-to-day business of Lawrence and the extraordinary benefits that Lawrentians enjoy. Chances are, you benefited from donations to The Lawrence Fund during our days at LU. Everything enjoyed by students from tackling dummies to Björklunden is paid for by The Lawrence Fund.

I know what you're thinking, "*but, I don't make all that much money yet.*" Don't worry, neither do I (who ever thought non-profit work would pay so little?). Any donation to The Lawrence Fund helps current and future students reap the many benefits that a LU education and experience provide. So please, give what you can.

Thanks so much for your time and generosity.

## VIKING DECADE

Dear «Salute»,

It is that time of year again when the class agents sit down and write a letter to all Lawrence University alumni. I can write about how this year we want to beat our participation percentage of 20.8 percent that we set last year (we are currently at 12.9 percent) or that the university received over \$11 million in gifts last year to help students and Lawrence operate for another year. I could also go into detail that the *More Light!* campaign is only \$8 million away from the campaign goal of \$150 million.

All of these things are important, but the real reason why people donate is a personal one. Your reason can be because you received a scholarship while you attended school, because you want to ensure that future generations can have the opportunity to have a liberal arts education like you received, or because you need something to give a tax donation to. Whatever the reason you give back to Lawrence — it is a great reason to support our alma mater.

Your donation doesn't have to be a year's salary — it can be as little as \$25. Last year the total amount of donations under \$50 was just over \$149,000. Like before, you can donate through completing the form below or you can go online and give through Lawrence's website at [www.lawrence.edu/giving](http://www.lawrence.edu/giving).

Thank you for all of your past support and thank you for your support this year!

## VIKING DECADE

Dear «Salute»,

I hope this letter finds you well, wherever you are. As the graduation date for another LU class fast approaches, I am reminded that it has been just X years since we last walked through the Lawrence campus as bright-eyed undergraduates. Since then, I hope that you've felt Lawrence's presence in your life and that your goals have been attainable because of your education and experiences at Lawrence. Hopefully, you share the same fondness of Lawrence as I do and want to give back so others may have the same great experience.

Since we're still new graduates, I know that donating even a few dollars may seem impossible. Those of us who immediately entered the workforce may not yet be pulling in giant paychecks and for those who remain in school, budgets can be stretched very thin. Please remember, however, that every dollar does make a difference. I think we all know everything adds up; even a few dollars helps keep Lawrence running the way we experienced it and making all of the developments and improvements we hear and read about online and in *Lawrence Today* possible.

Your gift can go to support any aspect of Lawrence, from scholarships to athletics to music to books to computers — the list goes on and on. Please join me in showing your support of Lawrence by giving back today.