

LAWRENCE CLASS

Dear «Salute»,

Recently, the Wall Street Journal ran an article on page two headlined “Public-University Costs Soar.” Of course Lawrence is not a public university and has no access to public funding. However, the article described the dilemma facing all prospective college students and their parents as tuition bills rise to offset “soaring costs” of operating an institution of higher education.

Recruiting students has become an important matter of economics in addition to the burden of maintaining a well-earned reputation for quality teaching and an attractive campus environment. In the competition for assembling a balanced and interested student body, the availability of scholarship funds and other benefits are increasingly important. All the costs of running Lawrence cannot be supported by the tuition charges and the university’s endowment.

Graduates of Lawrence, and many who have studied at Lawrence but finished their education elsewhere, continue their support of Lawrence with contributions to the Lawrence Fund. These contributions in the main have been motivated by a sense that the experience at Lawrence was rewarding and should be encouraged to continue. Now we must view contributing to Lawrence as support in consideration of the economic pressure upon students who wish to consider Lawrence in the fall.

The Lawrence Fund is the method and the means for us to sustain our splendid record of investment in the Lawrence experience for the benefit of worthy students in the future.

And, of course:

EVERY GIFT COUNTS!

LAWRENCE CLASS

In my previous letters I have dwelt on the experience and education we obtained at Lawrence. I have reminded you of the Dr. Knight tithing of ten dollars a year as a small way of saying thank you. This year I have a different proposal. Don’t give because of what you gained from Lawrence; give for what you enable Lawrence to give others. Each new class is a fertile field to be developed through the Lawrence years into the leaders, educators, scientists and businessmen of the future. We are investing in our country and our way of life.

Money given to the Lawrence Fund is scholarships, books, musical scores, lab supplies, athletic equipment, faculty and life-changing opportunities for students. It opens doors to individual research in the sciences, honors projects in the arts, and a broad range of athletic opportunities. Each student enters as an unwritten page. A liberal arts education fills that page with the foundation for a life of continuing contribution and satisfaction.

Each year the cost of providing a quality education has gone up. Lawrence has not budged from the standards we enjoyed as students. It can only continue to provide a quality education with your continued support. Perhaps the easiest way to give is to establish a monthly stipend from your credit card or checking account. Monthly giving keeps you in touch with the past and provides for the future on a recurring basis.

It is not about the amount, but about the participation rate and the continuing support. For many of our classmates I am preaching to the choir, and I thank you for your wonderful support to our school. Sadly, we have many classmates who seem to have forgotten Lawrence as they travel through life. It is not too late for you to get the good feeling that comes from keeping the Lawrence tradition alive as a force for good in the world.

Make the commitment now to join me in giving to the Lawrence Fund.

LAWRENCE CLASS

Dear «Salute»,

Did you know that Lawrence is a college that changes lives? Well, of course you do, but did you know that it's official? Lawrence is one of only 44 American institutions that is officially a College That Changes Lives (see www.ctcl.org).

CTCL is a non-profit organization devoted to "helping students and families better understand the college admissions process to find the best college fit possible."

Lawrence and the other members of this esteemed group have been chosen by CTCL because of their potential to provide "life-changing possibilities" for their students.

As an alumnus, I'm proud that our school has been so recognized. Let's keep LU at the top of this and so many other lists by continuing our support!

LAWRENCE CLASS

Dear «Salute»,

I hope this letter finds you doing well and enjoying the spring weather! As another graduation nears for Lawrence, I am reminded that it has been just XXXX years since we last walked through campus as bright-eyed undergraduates. It is amazing that we are celebrating our XXXX Reunion next June!

Since we last left campus, I hope you've felt Lawrence's presence in your life and your goals have been attainable because of your education and opportunities there. Hopefully, you share the same fondness of Lawrence as I do and want to give back so others may have the same great experience.

With graduation coming, it is a reminder that we need to do our part in helping support Lawrence. The Lawrence Fund was there to help support us as students and it is our time to support other students in obtaining their education.

Please give online at go.lawrence.edu/give-online, call 920-832-6548 or complete the form at the bottom of this page. With the continued support of all graduates, we will help ensure the legacy of Lawrence throughout the upcoming years.

LAWRENCE CLASS

Dear «Salute»,

It has been quite a few years since we have been students on the Lawrence campus, but I assume and hope that you all have good memories of your life there. Now this year I have a grandson graduating from my alma mater and I wonder where those years went. He was one of the many beneficiaries of the Lawrence Fund and therefore it is very close to my heart.

Much has changed, but the foundation remains. The bricks and mortar of Sage, Ormsby, Main Hall and the Chapel survive proudly. The rigors of *Freshman Studies* and the individualized learning where professors know your name successfully continue. Yet the changes and improvements have been substantial. Warch, Hiett and Briggs now overlook the Fox. The curriculum has enlarged with courses in Chinese, Japanese, Arabic, gender studies and biomedical ethics just to name a few. The *Senior Experience* unifies the course work. Students now hail from 44 states and 51 other countries.

I urge you to consider a gift to the Lawrence Fund so that current students will continue to receive an education that reflects the core values of academic excellence and the ability to think critically. The investment in education is a wise one.

To date, our class is proud to be at the XXXX% participation level. Let us try to surpass that in the coming year. No gift is too small (or too large). Last year the total amount of donations under \$50 was just over \$XXXXX. Again I want to thank all who have contributed in the past. Your support is greatly appreciated.

LAWRENCE CLASS

Dear «Salute»,

We've spent a majority of our lives striving to make a difference. It's what we were trained to do during our Lawrence experience. Innovation, change, communications, and collaboration are all critical skills learned from a Lawrence liberal arts education. They are all hugely critical to success in this complex world. We can help to make sure that future generations of Lawrentians carry on this important work. Your Lawrence Fund contributions provide crucial financial support to help solidify the future of this great institution.

At the end of June we close another Lawrence Fund year. Many of you have already contributed. Thank you for your generosity. We are striving to reach 50% participation. We achieved that level last year. At the end of March, the Class of XXX was at XXX% participation for this fund year so we have a bit of a distance to go. If you can still consider a contribution, it would be great to count you in the totals. Thank you in advance for anything you can do.

LAWRENCE CLASS

Dear «Salute»,

Do you know how special you are? I recently came across the fact that there are only around 18,000 alumni of Lawrence and Milwaukee Downer; meaning that we represent less than 3 millionths (that's a 3 preceded by five zeros to the right of the decimal point) of the world's current population of 6 billion. Despite this rather infinitesimal number, Lawrentians have had — and continue to have — an outsized impact on the world around us. Educators, musicians, statesmen, business people, physicians, scientists and leaders of every type got their start on the Lawrence campus before going out into the world arena to make their considerable mark in a variety of fields. You've read about them in your local newspaper, seen them in various electronic media and, of course, enjoyed their performances and dialogues on the Lawrence website or in *This is Lawrence*.

Did you ever stop to think how this tiny group of predecessors, contemporaries and successors came to play so large a role in shaping our world? Certainly their native talent, drive and determination to make a difference formed the foundation for this contribution; but in many instances it was their time on the Appleton and foreign campuses, deeply engaged in the rigorous process of securing a Lawrence education, that solidified that foundation and allowed for the larger structure of their lives.

I talk often about how fortunate we are to have had the privilege of learning from a group of the most dedicated professors; questioning, testing and refining our ideas with them and with you; then forming a worldview based on deep exposure to many different influences, before beginning our own adventure. We were given this gift in large part because of the generosity of previous classes who not only valued their own experience, but also embraced the chance to make that same opportunity available to those yet to come. We know that you share this sense of gratitude for this unique gift, and hope you will join us in beginning or continuing your support for our special place — Lawrence University.

MILWAUKEE DOWNER CLASS

Dear «Salute»,

What is the answer to the concern that a liberal arts education may not be a good path to understanding today's world or to a desirable job? Enhancements to Lawrence's historic focus on individualized learning!! More than 91% of Lawrence students choose at some time to work one-on-one with a professor. How can such a record be enhanced? Here are examples:

- At the Innovation and Entrepreneur (I & E) initiative (now in its fifth year), highly accomplished and successful alums contribute two days of their time to speak to Lawrence classes and meet informally with students. Led by the Department of

Economics, this university-wide program particularly aims to enable students to connect their education with action.

- Lawrence's very successful summer program (LU-R1) places students at leading research institutions, often close to alumni scientists. Conservatory², modeled after LU-R1, is a combination of mentorship, internship, and alumni engagement for Conservatory students.
- Filmmaker (and Emmy Award winner) Catherine Tatge '72—an artist in residence last year and this year—is creating the basis for integrating film production into all disciplines. A gift from the Hurvis Charitable Foundation (Tom '60 and Julie '61) is quickly making the concept a reality.

All of this and more yields top value for the funds invested. Lawrence graduates are ready for what's next! Together, our small contributions to the Lawrence Fund or the Milwaukee-Downer Sesquicentennial Scholarship support a lot of good things and say that we value the opportunities students have at Lawrence. Please give before June 30, the end of the fiscal year!

MILWAUKEE DOWNER CLASS

Dear «Salute»,

I was happy to hear that our granddaughter received her first college acceptance. In fact, she was so thrilled, she burst into tears. Don't we all remember how we felt when we received that envelope from Downer—maybe we don't always remember why we came into the kitchen, but that's another story. By the way, the first college to send an acceptance was her first choice by far. She was just so glad to know there was at least one school she could be sure of attending. It is a very stressful and emotional season!

To quote from the Lawrence mission statement, “Students enter Lawrence at a time when they are actively forging their identities and seeking their place in the world...we strive to help each student develop as a liberally educated person who can think deeply and creatively about ideas, gather and analyze evidence, communicate effectively...”

I thought of those goals when I read a review of Eugeny Morozov's “To Save Everything, Click Here.” The reviewer said, “Internet-based training surely works. It's an inexpensive way to fill our heads with valuable facts. But does it educate people? Morozov argues true education happens when teachers and students interact with one another, rubbing the rough edges off new ideas through discussion and debate.”

Lawrence surely provides this interaction, and we have the opportunity to support the effort by opening our checkbooks again. Our class always ranks really high in percentage of givers—XXXX%! This when the school hopes to raise its overall percentage of givers from 48% to 50%, so you see we are doing our part. Thank you for contributing.

VIKING DECADE

Dear «Salute»,

We hope this letter finds you well! As the students in the Class of XXX prepare to graduate in just a few weeks, it's hard to believe that almost XXX years have passed since our own graduation day. Since then, we hope that each of you have felt enriched, encouraged and empowered due to your education at Lawrence in your post-college experiences.

Today, we urge you to consider joining both of us, along with our other classmates, in making a gift to the Lawrence Fund. Your support ensures that current and future students continue to benefit from the same foundation of educational excellence and scholarly independence that has made a difference in each of our lives.

We know that as recent graduates, budgets can be stretched thin, so to those of you who have already given your support this year, we sincerely thank you for your generosity.

There is still time to join us—a gift in the amount of \$25 or whatever you can afford truly makes a big difference. In fact, last year, the total amount of donations under \$50 came to just over \$XXXX!

Visit www.lawrence.edu/giving to learn about the numerous programs—both old and new—that your gift to the Lawrence Fund supports. There, you can give securely online via a one-time gift, or a monthly pledge. Or, simply complete and return the form below, attached for your convenience.

VIKING DECADE

Dear «Salute»,

Happy spring XXX!

I just wanted to send a quick reminder to give to the Lawrence Fund (if you haven't already done so) before the end of the fiscal year, June 30, 201X. The Lawrence Fund is vital to the day-to-day business and extraordinary benefits Lawrentians enjoy. More than likely, you also benefited from the Lawrence Fund during our days at LU. I know you may be thinking, "I don't make very much money yet," or "I'm still paying off my student loans!" but any donation to the Lawrence Fund helps current and future students reap the many benefits that an education at Lawrence University can provide. Please consider giving what you can.

Thanks so much!