



UNIVERSITY OF DELAWARE

**DEVELOPMENT &
ALUMNI RELATIONS**

Annual Giving

FY20 Solicitation Samples

Calendar Year-End Appeal/Holiday Card and Gift Tags

This appeal was sent to alumni, past parents and friends of the University who hadn't made a gift within the past ten fiscal years. Current parents were excluded as they were being solicited in another targeted appeal. One of the unique design features of this piece was the artwork on the front of the holiday card. This creation was hand drawn by an alumna of UD. Elements of this artwork were also carried over to the gift tags that were included with the card. The solicitation message was focused on thankfulness and encouraged donors to make a gift to their UD passion.

THE CAMPAIGN FOR THE UNIVERSITY OF DELAWARE

DELAWARE FIRST



Illustrations by Bethany Comegys, AST17



HAVE A VERY **BLUE HEN** HOLIDAY!

As we celebrate this joyous holiday season, we stop and reflect on all that UD has to be thankful for. In more than 275 years, UD has grown to a community of more than 24,000 students and our faculty continue to break barriers through innovative research.

Our growth would not be possible without you and the other members of our Blue Hen community. Thank you!

During this time of reflection and planning for the future, we ask that you consider what you are thankful for at UD and the impact it has had on you. **Help grow and expand those areas for current and future students by making a gift to your UD passion.**

You can help ensure the success of a UD education for years to come!

Calendar Year-End Appeal/Holiday Card

In honor of your ongoing support, please accept these UD gift tags.



To:
From:



To:
From:



To:
From:



To: From:



To:
From:



To:
From:



To:
From:



Holiday Gift Tags

To:
From:

