

From: **WMU Alumni** no-reply@e.wmualumni.org  
Subject: [Test] Meet Madison: WMU Student on a Mission  
Date: November 13, 2020 at 1:55 PM  
To: Angela K DeYoung angela.k.deyoung@wmich.edu

WA



Dear %%Email Greeting%%,

Did you know that the WMU Alumni Association has a call center that employs students from across campus, providing them with a foundation to build their skillsets while they help to advance the mission at WMU?

Meet Madison, one of the students working from the call center to connect with WMU alumni and friends and to let them know what their gift can do at WMU.

[Read Madison's Story](#)

Throughout the year, a variety of needs for funding arise across WMU's campuses—mainly to provide opportunities for hardworking students. This may mean scholarships that help students stay on course to graduation, or funds to connect students with the hands-on experiences that will help them secure jobs they will love as they go out into the world. Whatever the need, students are Powered By these Opportunities, and our alumni and friends are instrumental in helping WMU students meet their goals and achieve their dreams.

That's why WMU is so thankful for your past support, and grateful for your

continued support.

We hope you'll take a moment to read more about Madison and how she's working to help other students and WMU.

Thank you,

The WMU Alumni Association



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From: **WMU Alumni** no-reply@e.wmualumni.org  
Subject: [Test] Meet Madison: WMU Student Powered by Opportunity  
Date: November 13, 2020 at 1:57 PM  
To: Angela K DeYoung angela.k.deyoung@wmich.edu

WA



**Dear Craig,**

Last week, we invited you to [meet Madison](#), one of the many WMU students working in the WMU Alumni Association Call Center. As a student employee, Madison is building a skill set that will help her reach her goals after she graduates, while she helps WMU realize its mission to provide opportunities that may otherwise be outside of students' reach.

Gifts made to the Fund for Western keep those opportunities within reach for students, which is why your past support to WMU is so important. Throughout the year, as opportunities arise, so does the need for funding to help students stay on course to graduation while getting the most out of the experiences available to them all across WMU campuses. WMU Students are Powered by these Opportunities, and you can help give them that power.

Thank you for your gift of \$100.00 to the College of Education and Human Development last year, which helped to ensure students get a quality education from top tier faculty in state-of-the-art facilities. When our alumni and friends make recurring gifts around the same time each year, it allows the University to provide immediate support for student and program needs. You can also spread your gift over a desired number of months. However you choose to support WMU, please continue that legacy by making a gift today.

**MAKE A GIFT**

On behalf of students like Madison and her peers working toward their dreams at WMU, thank you for your support.

Go Broncos,

The WMU Annual Fund



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