

DATES

Dear XXXXX,

A new academic year is underway at Washington & Jefferson College, and it is unlike any fall we have seen before. While each day brings new unknowns and changes, the dedication to our students remains unwavering. **As a member of the Benjamin Franklin Society, your loyal support over the past XX years shows our students that dedication firsthand, and for that, we are truly thankful.**

As a result of the current economic climate, many students and their families are facing severe financial pressures when it comes to paying for a college education. W&J is committed to ensuring academically-deserving students receive the financial support they need and is working to help in any way possible. I write you today asking you to be a part of that commitment with a gift to the W&J Fund.

Your support is immediately put to work for our students, with 99% receiving financial aid assistance and many students seeking increased aid due to the economic impact of the COVID-19 pandemic.

These times continue to be unpredictable and challenging; however, the W&J community has met the challenge by committing to our motto: Juncta Juvant, Together We Thrive. As we ensure the W&J education is top-notch and safe, your support provides the resources to not only help students reach graduation, but help them *thrive*.

In addition to financial aid, your gift will be utilized to add in-classroom video components for remote learning, provide virtual internship opportunities, and implement extensive safety measures across campus. We know that the fall is a different experience than our students were planning for, especially our Class of 2024 students who are just beginning their college career. With your commitment, we can still provide them the high-quality academic and social experience synonymous with W&J.

As a member of the Benjamin Franklin Society, your ongoing loyalty is making a profound difference in the lives of W&J students. Please renew your support today by making a gift online at jayconnected.com/labels20, by calling 724-223-6078, or by completing the form below.

Juncta Juvant: Together We Thrive,

Kerri DiGiovanni Lacock '09
Director, Alumni Engagement & Annual Giving

The Benjamin Franklin Society recognizes donors who have supported Washington & Jefferson College for five or more consecutive years. The Society is a proud community of alumni, parents,

friends, faculty and staff devoted to ensuring W&J meets new opportunities and emerging needs while honoring the tradition of academic excellence.

To learn more about the Benjamin Franklin Society, please visit www.jayconnected.com/BFS.