



Dear [Salutation],

I want you to know what your generous past support has meant for UW–Madison. **Thanks in part to you, the university began 2020 in a strong position.** When the pandemic hit, this strength allowed us to move quickly to protect our community and contribute to worldwide efforts to combat the virus.

I'm proud of the UW's contributions to the fight against COVID-19, but the challenges we face have just begun. Unfortunately, we're confronting these challenges amid severe financial losses. With state budget cuts disproportionately affecting the university, contributions from alumni and friends will make the difference now more than ever. Simply put: we need you.

Here is how you can help:

1. **Support tuition assistance.** Education has always been a pathway forward during times of turmoil. Because of the financial difficulties currently faced by so many families, tuition assistance through the Great People Scholarship is vital to keep a world-class education accessible.
2. **Invest in a more inclusive campus.** The Wisconsin Experience is for everyone. Realizing the full potential of this ideal requires significant work within ourselves and our community. Although we've made progress over the years, it is not enough. We recognize the need for continued growth and are committed to becoming a more inclusive campus. With the help of the Diversity and Climate Fund, we will invest in recruiting and retaining a more diverse student and faculty body as well as creating a more inclusive and welcoming student experience.
3. **Increase the UW's resilience with a gift to the Chancellor's Annual Fund.** This fund provides me with flexibility to address our greatest needs as they arise and evolve — whether through improving our remote learning infrastructure, addressing health protocols to allow us to transition back to in-person classes, providing new forms of student support, or transforming in other ways that we haven't even imagined yet.



4. **Support the UW's world-class standards through an individual school's, college's, or department's annual fund.** The pandemic has created real revenue challenges for our academic programs. Your gift will help ensure our schools, colleges, and departments can continue to attract top faculty who conduct life-changing research and provide educational experiences that make a UW education so distinctive and valuable.

Many things have changed, but our commitment to improving lives everywhere has not. That's the Wisconsin Idea. We need your renewed support to help keep this idea alive through these critical times.

We know that many people are going through difficult times right now. **If you are able to give this year, please know that your gift — of any size — really will make a difference.** There's so much to be done and every contribution helps us do it.

On, Wisconsin!



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