

December 2020

<Name1>

<Name 2>

<Address 1>

<Address 2>

<City>, <State> <Zip>

<Country>

Dear <Salutation>:

The year 2020 has been one that we will never forget. Although we find ourselves navigating through turbulent times, one thing has remained steady—the loyal leadership of members of the William Greenleaf Eliot Society like you. Thank you for your {giving level} in 2019–20. We know you have a choice when deciding where to direct your charitable contributions, and we truly appreciate your support of Washington University. Your commitment strengthens the university’s tradition of excellence in teaching and research, and I hope we can count on you once again this year.

Tuition alone is not enough to cover the cost of a premier education. Endowment provides only about 10% of the university’s overall operating revenue. Because Eliot Society members give 75% of Annual Fund dollars, our gifts help make up the difference. In fact, each dollar contributed to the Annual Fund equals the spending power of \$22 in endowment.

Strong annual giving benefits every student in every department. It gives them the opportunity to experience a transformative education that will inspire them to leave their marks on the world. Our gifts at the Eliot level support scholarships and fellowships, faculty recruitment and retention, innovative research, mental health services, career counseling, and outstanding academic programs.

During this season of giving, I encourage you to renew your {giving level} for 2020–21 with a one-time gift or a multi-year pledge. And if you are able, please consider an increased gift this year. Your generosity is one reason why Washington University continues to be a special place, one few institutions can match.

With gratitude and warm wishes for the new year,



Christopher Chivetta, BS '84, MBA '86
President, William Greenleaf Eliot Society

Text variables:

Eliot

giving level = {Eliot Society membership}

Eliot Fellow

giving level = {membership as an Eliot Society Fellow}

Eliot Benefactor

giving level = {membership as an Eliot Society Benefactor}