

**SAMPLE EMAIL THAT WAS SENT TO HIGHLY RATED P'24s IN SEPTEMBER'20**

Dear ,

Greetings from Brandeis!

As Director of Parent and Family Giving at Brandeis, I want to take this opportunity to introduce myself and invite you to learn how parents may be involved at the university, even during the pandemic.

We embrace parents as honored members of the Brandeis family and as valued partners who are helping us to prepare the leaders, innovators and creators of tomorrow. In the four years that your student is at Brandeis, you can engage in many ways, including joining the Parents Leadership Council (PLC). The PLC is a group of dedicated parents who are committed to maintaining the highest standards of excellence at Brandeis by providing vital philanthropic support for undergraduate scholarships, research or other initiatives across the university.

PLC members are invited to special programs with university leaders throughout the year, including an annual fall lunch with President Ron Liebowitz. With all events moving to a virtual format this year, the meeting with the President will be in the form of an interactive conversation via Zoom on October 20th at 7:30 pm, ET. You will soon receive a formal invitation from the President's office, and I very much hope you will be able to join us. I also hope you will consider joining the PLC. Parents find that their participation in the Brandeis Parents Leadership Council not only serves to strengthen their relationship with the university, but connects them with Brandeis parents in their own communities and around the world.

I look forward to seeing you on October 20th, if you are able to join us. Please feel free to reach out to me with any questions.

Best Regards,

Judy Brasher

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