

Dear **XXSalutationXX**,

This Thanksgiving, I thank you for helping make it possible for Concordia University, St. Paul to grow and thrive.

Thanks to alumni giving, we've been able to support our students through two challenging semesters while still preparing them for thoughtful and informed living, dedicated service to God and humanity, and enlightened care of His creation.

Because of your past support, CSP was able to create opportunities for students from all backgrounds and gain recognition across the nation. Now, I'm hoping I can count on you to rejoin our efforts.

A first-time donor was so inspired by CSP's mission and the impact that alumni like you have made for current students that they're matching all Opportunity Fund gifts dollar for dollar, up to \$50,000, through **January 15**.

That means your gift of **\$ASK1** will double to **\$ASK1x2**. If you can increase your support to **\$ASK2**, you'll deliver an incredible **\$ASK2x2** for CSP and the students following in your footsteps.

To double your impact, simply return your gift with the enclosed reply form and envelope or visit supportcsp.org/2020/match.

This matching gift challenge comes at the perfect time for alumni like you to make an immediate, life-changing difference for students working hard through a difficult global situation. By participating, you'll provide twice the support for ...

Affordability. Thanks to you and your fellow alumni, our undergraduate tuition is the lowest among private colleges in the Twin Cities. However, we expect our students' financial aid needs to grow as the economic impacts of the pandemic continue. Your renewed support will provide twice the funding to respond to these needs and help talented students earn their diplomas.

Faculty. Concordia St. Paul faculty are leaders in their fields who provide their students with relevant perspectives and one-on-one attention and guidance that last long after graduation. By making your doubled gift today, you'll deliver twice the support to help CSP recruit and retain the talented faculty who are committed to their students' success.

The CSP experience. Christ-centered, real-world learning experiences that prepare students for their future careers. Service-learning and volunteer opportunities that strengthen students' desire to serve God and His creation. This experience is unlike any other. By giving back, you'll provide twice the resources for those special CSP moments that help students discover their vocations.

Responsive. Relevant. Real. That's the CSP that you and I treasure, and **it's the CSP that current and future generations of students deserve.**

Please help preserve and enhance this experience by renewing your support today. Remember, thanks to the matching gift challenge, your Opportunity Fund gift of **\$ASK1** will become **\$ASK1x2**. If you can give **\$ASK2** before **January 15**, you'll deliver an incredible **\$ASK2x2** in support of today's students.

I also want to make sure you know that your gift can benefit you this year. Thanks to the CARES Act, you can deduct up to \$300 in charitable gifts from your 2020 taxes, regardless of whether you take the standard deduction, when you give back before the year's end.

Please visit supportcsp.org/2020/match before the year's end to double your impact and take advantage of this CARES Act provision.

XXSalutationXX, thank you again for supporting your alma mater. I wish you and your family a safe and joyous Thanksgiving.

Sincerely,

Brian L. Friedrich, BA '79, M.Div., Ph.D
President

P.S. As both CSP's president and an alumnus, I am so thankful for all you have helped us accomplish here. That's why I've enclosed a set of CSP stickers for you. I hope you will display them with pride as a reminder of the impact of your support.