

[Date]

[Addressee]

[Address2]

[Address3]

[City], [State] [Zip]

Dear [Salutation],

I would like to begin by extending my best wishes to you and your family during this challenging time. Ever since my days at Hopkins, the early fall has always been a special time on the Hill. This year in particular, after a time of acute uncertainty and global crisis, I am especially grateful that the students and faculty are able to come together once again. The excitement about being back together as a community is palpable. We not only survived, but thrived. That, above all, is a reaffirmation of our remarkable tradition of support and the bonds we share as a community. It is clear that the culture of giving at Hopkins is strong.

As we launch the 2020 – 2021 Hopkins Fund, please allow me to express my deep sense of pride and gratitude for your unwavering commitment to all aspects of learning on the Hill. Last year, we exceeded our goals and set a new record in dollars raised to the Hopkins Fund. With your help, we can meet the needs of this year's 713 students and inspire a new generation of dynamic, thoughtful leaders.

While every gift is significant and every donor appreciated, *early leadership gifts set the tone that drives our success*. With this in mind, I ask that you please join our generous community with a contribution of [Ask Amount] to the 2020 – 2021 Hopkins Fund. Your early commitment ensures our continued success as a learning community and inspires others to join you in this community-wide effort. I have asked [Solicitor] in the Advancement Office to follow up with you to discuss this request and to answer any questions you might have.

Thank you, [Salutation], for considering this important investment in our faculty, and in our students, as they develop into critical thinkers, future world leaders and agents of change. As a new and different fall unfolds here on the Hill, we remain ever grateful for your unwavering support, generosity, and thoughtfulness. You truly do make all the difference.

With gratitude,

[Name 'YR]

Trustee, Chair, Advancement Committee