



Dear <<First Name>>

In my first six months at Cal State San Marcos, I have marveled at the generosity of our alumni, employees, friends, and students who support CSUSM. Our Giving Day late last year was the highest single day of collective giving in university history, and a record number of alumni contributed to that success. Alumni support gave real meaning to the “Cougar Spirit.”

Alumni gifts have helped fund student aid, academic success programs, diversity and equity initiatives, athletics needs and so much more. Your generosity motivates our students and helps our campus thrive. As our spring semester begins, your support will be essential in keeping our positive momentum going, so I am asking you to consider joining me in making a gift to the University Fund for Excellence and Innovation (UFEI) today.

Many ask, why do alumni give to their alma mater?

Everyone’s answer is different, but often it’s because they see the tremendous value in giving back and support the specific college, department, or program that, in fundamental ways, helped shape who they are today. They also want to pay it forward and invest in the next generation of students and scholars at CSUSM. I hope that you will too.

The UFEI provides immediate support to innovative and emerging initiatives, ensuring positive and enriching student experiences both on and off campus. As we look at the intersection of diversity, student success and innovation, this fund allows CSUSM’s continued commitment to providing students with high-impact educational opportunities that prepare them with the knowledge and skill they need to lead and serve in ways that make an impact in the community and beyond.

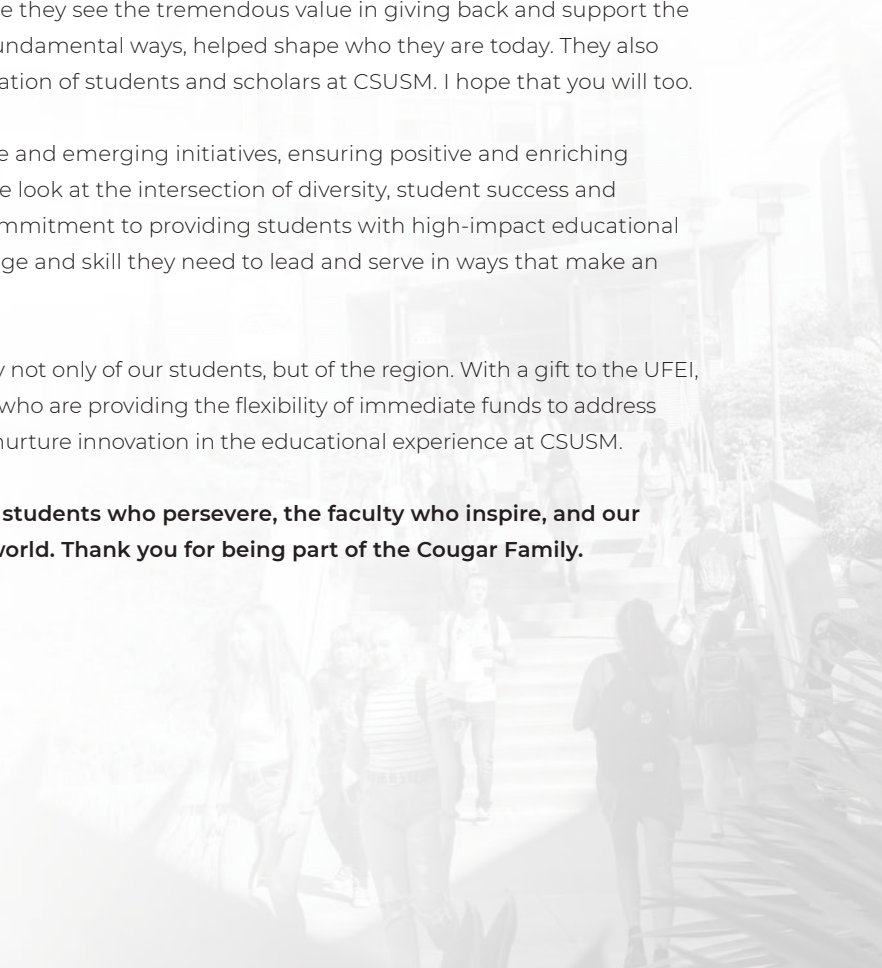
We invite you to be a part of changing the trajectory not only of our students, but of the region. With a gift to the UFEI, you will join the growing number of alumni donors who are providing the flexibility of immediate funds to address emerging needs that will support, strengthen and nurture innovation in the educational experience at CSUSM.

Please give today and support the extraordinary students who persevere, the faculty who inspire, and our CSUSM community that seeks to build a better world. Thank you for being part of the Cougar Family.

Go Cougars!

Sincerely,

Jessica Berger
 Vice President, University Advancement
 California State University San Marcos



YES, I WOULD LIKE TO MAKE A DIFFERENCE BY SUPPORTING CAL STATE SAN MARCOS!

University Fund for Excellence and Innovation (UFEI) College/Department/Area: _____

**If no fund is selected, your gift will be designated to the UFEI.*

Appeal ID/Constituent ID

Addressee

Address Line 1

Address Line 2

City/ST/ZIP

GIFT AMOUNT:

\$1,000 \$500 \$250 \$100 \$50 Other \$ _____

GIFT PAYMENT METHOD:

Check Payable to CSUSM Foundation

Donor Advised Fund: _____

Online at www.csusm.edu/alumnigive

My Email Address: _____

*Please mail checks payable to CSUSM Foundation to:
 CSUSM University Advancement;
 333 S. Twin Oaks Valley Rd.; San Marcos, CA 92096-0001*