**A22 Giving Day**

FINAL

**LETTER**

Dear <<FirstName>>

**What can we achieve together in 24 hours? YOU can help make April 7 a day to remember.**

The past year has shown that although we are apart, together we are **powerful**. Through uncertainty and change, we have seen incredible examples of hope, generosity, and compassion. We have seen how one small action can make a huge difference when we all do our part.

<<FirstName>>, as a valued member of our community, I am writing to ask you to be the first to join us for UBC Giving Day and take one small action that can have a powerful impact at UBC.

UBC Giving Day on April 7 will bring donors, alumni and friends together to support causes that matter most to them. In just 24 hours, our community can provide much needed support to UBC students.

After planning to host our first university-wide day of giving in April last year, we made the difficult decision to postpone and focus on the emerging need for student financial aid during the pandemic–but we’re excited to announce UBC Giving Day is back on April 7, 2021! <<Variable 1 -Giving Day Donors>>

On April 7, we want to see what we can achieve when we come together to support our students and researchers as they work to shape a better future.

**<<FirstName>>, will you join me for 2021 Giving Day?** As a special member of the UBC community, I invite you to be one of our **first Giving Day donors by making a gift before April 7**.

As <<Variable2>>, we know you understand the impact that UBC has had in the community and the passion, creativity and innovation of our students, faculty and staff. We are optimistic about our next chapter but sometimes we all need a helping hand.

We are so grateful for your generosity and confidence in our students and the work that we do at UBC. Now that we start to look beyond the pandemic and our ‘new normal’, we are asking you to support UBC to give our people every possible opportunity to succeed.

**Please be part of our Giving Day and donate to the <<Variable 3>>.** Your gift of <<Ask2>> will help UBC prepare for a different but brighter future. Make your donation on or before **April 7, 2021** and your gift will be counted towards our 2021 UBC Giving Day total.

<<FirstName>>, UBC Giving Day will be an incredible celebration of our university. From removing financial barriers for students and offering unique learning experiences, to supporting important community and research projects, there are many ways to support Giving Day! Show your UBC pride and support the cause that is close to your heart.

**Give now so that we can count your gift towards the total on April 7**. Donate online at support.ubc.ca/gd2021, by mail or call 604.827.4111 (toll free 1.877.717.GIVE).

Thank you for your continued support of UBC. We hope you will be part of a day that showcases the spirit and generosity of the UBC community. No matter what we face, we are stronger together.

Thank you,

Professor Santa J. Ono
President and Vice-Chancellor

**P.S.** Want to track our Giving Day progress? On April 7, you can visit **givingday.ubc.ca** to see donations received in real-time. The more people that participate, the larger the impact we can have together. Please share #UBCGivingDay with your friends and family and challenge them to give.

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Join us for UBC Giving Day Trivia Night
Wednesday, April 7, 7:00 pm PDT
To register visit givingday.ubc.ca

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**Variables**

* First Name
* Variable 1 – Giving Day Donor
Thank you for being an early supporter of UBC Giving Day last year. Your 2020 gift will be added to our 2021 UBC Giving Day total to acknowledge your generosity and support.
* Variable 2 – <both a faculty member and donor>, <both a staff member and donor>, <both an alum and donor>, or <a donor>
* Variable 3 – Last Fund