

Message 1 (Direct Mail/Email)

Dear {First Name(s)},

We are excited to welcome back students, families, faculty and staff for the 2021–2022 school year. Our community is full of hope and aspiration for all we can accomplish together this year. To celebrate the start of the 2021–2022 academic year, we are launching **Welcome Back, Give Back — a 22-day campaign to support the Durham Academy Fund.**

This August, every DA student started their school year on campus, with their own teacher or advisor there to greet them, forging those vital connections through in-person conversations instead of computer screens. Students launched their athletics seasons on fields, courses and courts full of the exhilaration of camaraderie and competition. Teachers returned to their classrooms, leaving behind lovingly repurposed learning environments in auditoriums and conference rooms, libraries and tents. While we know there are challenges ahead, we know we have the skills, relationships and resilience to meet them.

We ask you to please **consider a gift or pledge of {\$ASK1}**. Every gift matters, and your collective impact supports incredible opportunities for every student, every teacher, every day. This year we hope to double our efforts and reach 400 donors by October 5 — so we need your help!

Why now? Gifts to the DA Fund are used in the year they are made, so your impact is immediate and transformational.

Visit www.da.org/giving or complete and return the enclosed envelope.

We invite you to play a part in galvanizing our community over the next 22 days and supporting the DA experience.

With gratitude,

Michael Ulku-Steiner
Head of School

P.S. Don't want to make your gift until 2022? Make a pledge today to be a part of our effort and fulfill it in 2022.

Message 2

It's DAY 8 of our Welcome Back, Give Back campaign and so far XX donors have shown their [support for DA](#) by making gifts.

(First name), please join those XX parents, alumni, grandparents, parents of alumni and friends by considering a gift or pledge of (Ask 1) or any amount that is meaningful to you. Your gift reminds every teacher and every student that you believe in them every day.

Now in our 18th day of classes, we need your support to make this year the very best it can be!

[Make a Gift Button](#)

With gratitude,
Vicki Rennecker-Nakayoshi
Assistant Director of Annual Philanthropy

P.S. You can make a pledge today and fulfill it in 2022!

Message 3

We have 7 days left in Welcome Back, Give Back. We are moving closer towards 400 donors and hope you will help us stay ahead of the curve by [making a gift today](#) because that will have an immediate impact on DA.

(First name), thank you for your partnership and please consider a gift or pledge of (Ask1) or any amount that is meaningful to you. **YOU make the difference!**

[Make a Gift Button](#)

We are now in our 23rd day of classes and having a tremendous start regardless of the challenges that continue to face the nation.

Visit www.da.org/give to make your gift or pledge by October 5.

With gratitude,
Vicki Rennecker-Nakayoshi
Assistant Director of Annual Philanthropy

P.S. You can make a pledge today and fulfill it in 2022!

Message 4

We have **17 hours left of Welcome Back, Give Back and we need YOU!** Please join XX donors in making history by reaching our goal of 400 donors. You can show every teacher and every student your support by [making your gift today.](#)

(First name), please consider a gift or pledge of (Ask1) or any amount that is meaningful to you. Your gift combined with many is transformational. Thank you for considering joining us in Welcome Back, Give Back.

[Make a Gift Button](#)

We are now in our 28th day of classes and another step closer in the life-long journey of preparing each student to live a moral, happy and productive life.

With gratitude,
Vicki Rennecker-Nakayoshi
Assistant Director of Annual Philanthropy

P.S. You can make a pledge today and fulfill it in 2022!