

November 5, 2020

Name  
Address 1  
Address 2  
City, State, Zip

Dear Informal Salutation,

The fall semester is more than halfway complete, and what a semester it has been! Our entire Ursinus community has risen to the challenge of COVID-19 with a spirit of cooperation that has been inspiring. The ability to have a safe, on-campus experience for UC Bears is, in large part, because of the ingenuity, dedication and incredible hard work of our faculty and staff. Thank you!

As you may know, it is at this time, annually, that we ask you to support Ursinus in an additional way—by becoming a donor to the college. We hope that you will consider making a one-time contribution or giving monthly through a convenient payroll deduction arrangement. The participation of our faculty and staff in giving motivates others to do the same—not only parents and alumni, but also foundations and other organizations.

Your gift, no matter the amount, is crucial to the college's continuing success. As faculty and staff, we see first-hand how the pandemic has presented Ursinus with unanticipated costs including those for testing, cleaning and technology. In addition, many students and their families face economic challenges that cause them to seek financial help through our Bear2Bear Student Emergency Fund appeals for additional financial aid. Philanthropic resources support these needs, as well any others, through our Annual Fund. That is why, especially this year, YOUR GIVING MATTERS!

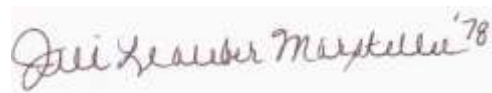
**A perfect day to donate is our upcoming #Giving2UCday on Tuesday, December 1, our seventh annual college-wide day of giving. Our goal for this year's big event is 2,020 donors, and we hope that you will help us exceed that by donating on December 1 at [www.ursinus.edu/giving2ucday](http://www.ursinus.edu/giving2ucday)! In addition, if you make a payroll deduction pledge between now and December 1, you will be counted as a #Giving2UCday donor.**

As an added incentive, Mark Schneider, vice president for academic affairs and dean of the college, will donate \$20 to the college for each member of the faculty or staff who also gives on #Giving2UCday! While we won't be able to host an in-person gathering this year, stay tuned for special virtual opportunities and prizes that day just for faculty and staff donors.

For your convenience, a giving form is enclosed. We encourage you to contact Abbie Cichowski Kim '10, director of alumni relations and annual giving, at 610-409- 3085 or [acichowski@ursinus.edu](mailto:acichowski@ursinus.edu) with any questions that you may have or to check if you are currently enrolled in payroll deduction.

Thank you for your consideration and for all you do for Ursinus and our students.

With sincere appreciation,



Jill Leauber Marsteller '78, P'18  
Senior Vice President for Advancement



Monica (Jushchyshyn) Chu, Ph. D. '98  
Adjunct Lecturer in Chemistry