



IGNITING *big rewards* FOR
YEARS TO COME

Dear Mr. Howie,

In May 1982, I sat in McFarlin Auditorium for my SMU graduation. To be honest, it was all a bit of a blur: I don't quite remember what I wore, who spoke or what they said. Pride, excitement and a bit of anxiety rushed over me as I thought about the journey ahead. Looking back, I had no idea how much of an impact my four years at SMU would have on my life. **Regardless of how many years it has been or where your journey has taken you, we all share a lifelong connection as members of the Mustang family.** And, thanks to you, our family keeps thriving.

Last December, I stood in front of more than 500 graduates at Commencement who were experiencing emotions like the ones we had. As chair of SMU's Alumni Board, I welcomed them into our unique alumni community. They may not remember everything I said, but I wanted them to understand one thing: **I reassured our graduates that they would not face their next chapter alone because SMU alumni are connected, informed and invested in each other and in their alma mater.** I could say that because of your actions. Thank you for continuing to fuel their future.

On May 13, will you stand with me in spirit as I address more than 1,100 world changers joining our alumni community? Your generosity last year helped the Class of 2022 graduate, igniting a spark that will power big rewards for years to come. Since your donations blazed their paths to graduation, will you help them and other SMU students finish strong this May?

Here's our chance to show graduating seniors the strength of the alumni network. Our SMU Alumni Board hopes to inspire 2,000 more alumni to make a gift before Commencement this May. As you are a member of our loyal alumni family, we're turning to you. Can we count on your participation before these students cross the stage?

I hope you will take two minutes to support our cause with a gift of any size to any area of SMU by visiting smu.edu/bigrewards or by returning the enclosed form. **If just 2,000 alumni each gave \$25 monthly, we could raise \$600,000 more every year to support our students' journeys.** Regardless of the amount, your participation matters as part of our *SMU Ignited* campaign for impact.

Thank you in advance for demonstrating the power of SMU's alumni community through your generosity.

Sincerely,

Kristin W. Henderson

Kristin Wagner Henderson '82
Chair, SMU Alumni Board

P.S. I invite you to help us embody our Alumni Board's mission to "go, give, help and connect" in other ways. **Participate as an alumni marshal for the time-honored tradition of Rotunda Passage May 13**, join us for a student send-off party this summer, send a graduate an encouraging note or sign up to mentor them on SMUNetwork.com. Learn more online at smu.edu/alumni.

If this letter crossed paths with a recent gift, thank you for your support.

Yes, I'd like to help our students finish strong this year!

THE EASIEST WAY TO MAKE A SUSTAINING GIFT IS ONLINE.

Use the QR code below or visit smu.edu/bigrewards.

You may also use the back of this reply piece to complete your gift by mail.



WHY GIVE MONTHLY?

Sustained support:

Consistent giving helps SMU students and faculty plan and accomplish great things throughout the year.

Affordable impact:

Invest what makes sense for you monthly and have a bigger annual impact in the SMU area that matters to you.

Convenient giving:

As an SMU sustainer, your gift is automatically charged to your credit card each month. No checks to write, no deadlines to miss and no hassle – just the satisfaction each month of knowing your gift is being put to immediate use in the area you care about most.

M Fold 3
V Fold 3

IGNITING *big rewards* FOR YEARS TO COME

V Fold 1

Your generosity will energize bold, curious and creative Mustangs across our community as part of the *SMU Ignited* campaign for impact. And with a monthly gift, you will activate even greater achievements throughout the year on the Hilltop and beyond. With your support, May graduates and all SMU students will finish strong this spring.



220734.422

Yes, I'd like to make a greater impact throughout the year!

RECURRING MONTHLY DONATION AMOUNT:

- \$ _____ to be charged
 1st of each month 15th of each month

Adjust your preference at any time by calling 214-768-3739.

-OR-

ONE-TIME GIFT:

- \$1,145 \$860 \$575 Surprise us! \$ _____

DESIGNATED TO:

- SMU Fund for Scholarships - 01106
 Mustang Athletic Fund

METHOD OF PAYMENT

- Check (payable to SMU) enclosed in the reply envelope.
 Credit card (Visa, Mastercard, American Express or Discover)

Card number _____

Exp. date _____ Security code (CVV) _____ Billing ZIP code _____

Name on card _____

Signature _____

Email _____

- My company will match my gift (matchinggifts.com/SMU).
 I would like information on how to include SMU in my estate plans.
 I have included SMU in my estate plans.



IGNITING *big rewards* FOR
YEARS TO COME

Dear Mrs. Ballard and Mr. Ballard,

In May 1982, I sat in McFarlin Auditorium for my SMU graduation. To be honest, it was all a bit of a blur: I don't quite remember what I wore, who spoke or what they said. Pride, excitement and a bit of anxiety rushed over me as I thought about the journey ahead. Looking back, I had no idea how much of an impact my four years at SMU would have on my life. **Regardless of how many years it has been or where your journey has taken you, we all share a lifelong connection as members of the Mustang family.** And, thanks to you, our family keeps thriving.

Last December, I stood in front of more than 500 graduates at Commencement who were experiencing emotions like the ones we had. As chair of SMU's Alumni Board, I welcomed them into our unique alumni community. They may not remember everything I said, but I wanted them to understand one thing: **I reassured our graduates that they would not face their next chapter alone because SMU alumni are connected, informed and invested in each other and in their alma mater.** I could say that because of your actions. Thank you for continuing to fuel their future.

On May 13, will you stand with me in spirit as I address more than 1,100 world changers joining our alumni community? Your generosity during these past four years helped the Class of 2022 graduate, igniting a spark that will power big rewards for years to come. Since your donations blazed their paths to graduation, will you help them and other SMU students finish strong this May?

Here's our chance to show graduating seniors the strength of the alumni network. Our SMU Alumni Board hopes to inspire 2,000 more alumni to make a gift before Commencement this May. As you are a member of our loyal alumni family, we're turning to you. Can we count on your participation before these students cross the stage?

I hope you will take two minutes to support our cause with a gift of any size to any area of SMU by visiting smu.edu/bigrewards or by returning the enclosed form. **If just 2,000 alumni each gave \$25 monthly, we could raise \$600,000 more every year to support our students' journeys.** Regardless of the amount, your participation matters as part of our *SMU Ignited* campaign for impact.

Thank you in advance for demonstrating the power of SMU's alumni community through your generosity.

Sincerely,

Kristin W. Henderson

Kristin Wagner Henderson '82
Chair, SMU Alumni Board

P.S. I invite you to help us embody our Alumni Board's mission to "go, give, help and connect" in other ways. **Participate as an alumni marshal for the time-honored tradition of Rotunda Passage May 13**, join us for a student send-off party this summer, send a graduate an encouraging note or sign up to mentor them on SMUNetwork.com. Learn more online at smu.edu/alumni.

If this letter crossed paths with a recent gift, thank you for your support.

Yes, I'd like to help our students finish strong this year!

THE EASIEST WAY TO MAKE A SUSTAINING GIFT IS ONLINE.

Use the QR code below or visit smu.edu/bigrewards.

You may also use the back of this reply piece to complete your gift by mail.



WHY GIVE MONTHLY?

Sustained support:

Consistent giving helps SMU students and faculty plan and accomplish great things throughout the year.

Affordable impact:

Invest what makes sense for you monthly and have a bigger annual impact in the SMU area that matters to you.

Convenient giving:

As an SMU sustainer, your gift is automatically charged to your credit card each month. No checks to write, no deadlines to miss and no hassle – just the satisfaction each month of knowing your gift is being put to immediate use in the area you care about most.

IGNITING *big rewards* FOR
YEARS TO COME

Your generosity will energize bold, curious and creative Mustangs across our community as part of the *SMU Ignited* campaign for impact. And with a monthly gift, you will activate even greater achievements throughout the year on the Hilltop and beyond. With your support, May graduates and all SMU students will finish strong this spring.



220734.422

Yes, I'd like to make a greater impact throughout the year!

RECURRING MONTHLY DONATION AMOUNT:

\$ _____ to be charged
 1st of each month 15th of each month

Adjust your preference at any time by calling 214-768-3739.

-OR-

ONE-TIME GIFT:

\$100 \$75 \$50 Surprise us! \$ _____

DESIGNATED TO:

SMU Fund for Scholarships - 01106
 Black Alumni of SMU Operating Fund - 01470

METHOD OF PAYMENT

Check (payable to SMU) enclosed in the reply envelope.
 Credit card (Visa, Mastercard, American Express or Discover)

Card number _____

Exp. date _____ Security code (CVV) _____ Billing ZIP code _____

Name on card _____

Signature _____

Email _____

My company will match my gift (matchinggifts.com/SMU).
 I would like information on how to include SMU in my estate plans.
 I have included SMU in my estate plans.