

- [First-Year Alumni - Class of 2022](#)

Hi <First Name>, this is <Agent Name> from Colgate. We are raising money for the Colgate Fund, which supports 100% of students and every program on campus. Can I send you the link to make your first gift as an alum? 📖🌐🎉  
(Prefer not to get donation texts? Reply 'stop' or let me know.)

Responses:

- **Interested** - Great! You can make a gift at <Link>, or call 800-668-4428. Happy New Year! 🎉🙌
  - **Not Interested** - I understand – thank you for your note. I hope you'll consider a gift in the future. Have a wonderful New Year!
  - **I Just Made a Gift** - Thank You! Your support is greatly appreciated. Happy New Year! 🎉🙌
  - **Financial Hardship** - I am sorry to hear that, thank you so much for letting me know. Sending you the best this holiday season.
  - **Questions about vaccinations or Covid protocols** - You can find the most current information about pandemic policies at <https://colgate.edu/covid19>.
  - **DE&I Efforts** - Diversity, equity and inclusion are important tenets of the University's *Third Century Plan*. You can read more about specific initiatives at <https://colgate.edu/dei>.
  - **Wrong Number** - Thank you for letting me know. We will update our records.
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