



ANNUAL GIVING DRAFT COPY

**A21 Annual Alumni Appeal Direct Mail
GENERAL – FINAL**

<<Date>>

Dear <<DonorFName>>,

We are undeniably at a turning point in history, and **we all have a part to play in determining what the future will look like.**

At this pivotal moment, I see potential! I see the opportunity to move forward — for the UBC community to question norms, participate in important conversations, and help change our world for the better. I see now more than ever the power of UBC’s vision: *Inspiring people, ideas and actions for a better world.*

As <<Variable1>>, you play an important role in bringing about this vision for the future. You can have a significant impact when you foster this potential and help the next generation of UBC students to shape a better world. Your thoughtful support and encouragement for today’s students will make a real difference and you can be proud to be a part of that.

<<DonorFName>>, will you step forward for the next generation of UBC students to help them realize their potential and make the world a better place?

Our students are facing obstacles to their education that you and I could never have imagined. But there are two things I know for sure — UBC students are passionate, dedicated, and ready to rise to the occasion, and the UBC community, and <<Variable2>> like you, will be here helping them to face these unforeseen challenges.

You can help students prepare for the future and face tomorrow’s world. You can let students know that they have people supporting them when you make a gift of <<Ask2>> to the <<Fund Name>>.

You and I will undoubtedly face more challenging times, but future generations will see many more. That’s why universities have never had a greater role to play than they do today. We are not only educators but also leaders in the community as we go through this global transition. That’s why I’m asking for your help.

You, and <<Variable2>> like you, have the opportunity to create positive change. You already make a difference in the world in your own sphere, and you can be a leader in supporting those who will influence our communities, and our world, tomorrow and for generations to come.

Will you help UBC students pursue their goals with a gift of <<Ask2>>?



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If you can, please help us ensure that talented, deserving students have access to a UBC education and the resources and support they need. Show your commitment today with a gift online at support.ubc.ca/donate.

Yours,

Santa J. Ono
President and Vice-Chancellor

*P.S. **You are an important part of the UBC community.** That's why I hope you will take a moment to show your support for deserving students by giving the gift of a life-changing education and — perhaps most importantly — making an investment in the future of our province and global community as we navigate these difficult times together.*

<<Variable 3 (P.P.S Variable Paragraph)>>