

September 26, 2023

Addressee

Address

City, State ZIP

Dear **Salutation**,

You have helped guide your child's educational journey from their first day of kindergarten to their first day at JBU. Your unwavering support has been, and will continue to be, key to their success. As your student enters a new season of their life, the Office of University Advancement wants to take a moment to recognize the important role you have played in their educational pursuits and introduce you to our department. Enclosed you will find a small gift, a JBU canvas bag, welcoming you to the JBU family.

The Office of University Advancement plays a vital role in the growth and development of our institution. We seek to foster connections, raise support and strengthen relationships between the university, its alumni, friends, organizations...and parents.

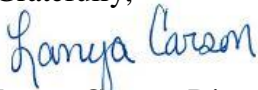
We believe engaged and informed parents are an essential part of our university community, and we want to ensure you are aware of the work being done by our office. Here are some key responsibilities of the Office of University Advancement:

1. **Promoting** parent and alumni engagement
2. **Fundraising** for scholarships, facilities, endowments and programs
3. **Communicating** news and updates

We would like to invite you to prayerfully consider financially supporting the university's mission. In a few weeks, a JBU development director will contact you and I hope you will meet with them to discuss this opportunity. Your partnership with the Office of University Advancement helps us continue to provide a quality, Christ-centered education to JBU students.

Thank you for entrusting us with your child's education and for being a valued member of our university family. Family Weekend will be hosted February 16-17 this coming spring. We look forward to welcoming you to campus. Onward soar!

Gratefully,



Lanya Carson, Director of Advancement Engagement

[LCarson@jbu.edu](mailto:LCarson@jbu.edu)

479-524-7439