

Contact:

Bria Bennett, Annual Giving
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Please note these are fundraising appeals. They are written according to industry best practices.

Purpose of Underlining and Bolding sentences: When words or sentences are underlined or in bold in an appeal, they signal that a sentence is important. Underlining helps to choose what to read.

Purpose of the P.S: Direct marketing research and best practices show that 90 percent of donors/ prospects read the postscript first. If they read nothing else, they will read the P.S.

Content Revisions: If there is content that is not accurate or you have minor adjustments, please feel free to make them using track edits so we are certain to capture them in the proofing process. If you have major changes, please let us know ASAP so that we can make adjustments.

Included:

School/Unit Email B

Deadline: Please provide any feedback by Friday, November 17, 2023.

Thank you!

Subject: Help Science Terps pursue their passion!

Pre-Header: [Name], Your Generosity is Transforming Lives in CMNS.

Dear [Name],

The University of Maryland's College of **Computer, Mathematical, and Natural Sciences (CMNS)** is dedicated to creating a vibrant and inclusive learning environment where students can flourish in STEM fields.

Our rigorous academic programs, faculty members, and research facilities make a rich ground for intellectual growth and discovery for CMNS students. When you make a gift to the **CMNS Undergraduate Scholarship Fund**, you are helping the next generation of Science Terps as they tackle the grand challenges of our time.

[Give Now]

Your contribution to the **CMNS Undergraduate Scholarship Fund** will directly impact the lives of talented, passionate Science Terps who face financial limitations. Your support will allow them to focus on their studies, pursue research opportunities, and participate in internships without worrying about financial constraints.

By investing in our bright students, you are empowering individuals and investing in our society's future. **A gift of any size will fuel the next generation of innovators who will drive progress in health care, environmental sustainability, artificial intelligence, and more.**

[Name], I hope we can count on your generosity. Thank you in advance for your consideration in supporting our students.

Sincerely,

Megan Carnell
Assistant Dean for Development
College of Computer, Mathematical, and Natural Sciences