FY25 Calendar Year-End Cover Sheet Texas Tech University

Code	Version Label	Audience Details	Variability	Reply Form
CYEM10 Freemium	Leadership Donors Contingency Version (No Ask String)	LYBNT-SYBNT High-Dollar Donors (Threshold: $1,000) Alumni, Parents, Friends First-Class Postage	n/a	Blank Ask
CYEM01 Freemium	LYBNT Alumni	LYBNT Alumni	n/a	Ask String Blank Ask
CYEM11 Freemium	SYBNT Alumni	SYBNT Alumni	n/a	Ask String Blank Ask
CYEM12 Freemium	LYBNT-SYBNT Parents	LYBNT-SYBNT Parents of Current and/or Former Students	n/a	Ask String Blank Ask
CYEM13 Freemium	LYBNT-SYBNT Friends	LYBNT-SYBNT Friends	n/a	Ask String Blank Ask
CYEM14 No Freemium	Never-Giver Alumni	Never-Giver Alumni	n/a	Ask String

Reply Form Fund Designations

Texas Tech General Scholarship Fund
President's Fund for Excellence
Faculty Excellence Fund

ADVANCEMENT
TEXAS TECH

XXXXXDATEXXXXX

Dear XXSalutationXX,

Why did you choose Texas Tech University?

Maybe you were motivated by seeing our connected and capable faculty in action across the country, or maybe it was the benefits and resources of a large university with the appeal of a close-knit community.

Our legacy, our discoveries and our excellence go On & On thanks to your support.

With the end of the calendar year fast approaching, I ask that you take this opportunity to renew your support with a gift of $ASK1, $ASK2 or, if you can, $ASK3 to help more students benefit from the Red Raider experience.

Make your gift today by visiting **give.ttu.edu/2024** or simply return it using the enclosed envelope and reply form.

Your support transforms futures through scholarships. Texas Tech remains committed to delivering an affordable education and setting graduates up for success both financially and professionally.

Your support elevates a welcoming campus and community. A top-of-the-line educational experience requires state-of-the-art facilities and world-renowned faculty so that our Red Raiders can be best prepared for the demands of today and tomorrow.

Right now, there is a future student searching for the same things that drew you here. By renewing your support today or before December 31, you help write their future.

Wreck 'em,



Byron Kennedy
Vice President for Advancement
Texas Tech University Class of 2004

P.S. Your gift makes an incredible impact during the season of giving. See how we will continue to revolutionize the TTU experience by visiting **campaign.ttu.edu**.



Box 45017 | Lubbock, TX | 79409-5017

ON&ON The CAMPAIGN for TEXAS TECH UNIVERSITY

Please accept my gift in the amount of:

$_____

Please designate my gift to:

- ☐ Texas Tech General Scholarship Fund
- ☐ President's Fund for Excellence
- ☐ Faculty Excellence Fund
- ☐ Other: _____

XXXXXMailing_Addressee_NameXXXXX
XXXXXMailing_Addressee_Name_2XXXXX
XXXXXXXXXXADDR1XXXXXXXXXXX
XXXXXXXXXXADDR2XXXXXXXXXXX
XXXXXXXXXXADDR3XXXXXXXXXXX
XXXXCITYXXXX, XXSTATEXX XXXZIPXXX

XXsource_donor_idXX XXappeal_codeXX XXpyc_idXX XXEAB_Copy_CodeXX XXSeg_IDXX

My current preferred email address:

XXXpre-populate when availableXXX

☐ Enclosed is my check payable to **Texas Tech Foundation, Inc.**

☐ My gift is eligible for a company match.

_____
Company Name

Please return this form in the envelope provided or mail to:

Texas Tech University
Office of Advancement
Box 45025, Lubbock, TX 79409-5025

FOR TECH.
FOR EVER.

WAYS TO GIVE

SCAN TO GIVE

ONLINE:
give.ttu.edu/2024

PHONE:
806.742.2211

ON&ON The CAMPAIGN for TEXAS TECH UNIVERSITY

Please accept my gift in the amount of:

- ☐ **$ASK1**
- ☐ **$ASK2**
- ☐ **$ASK3**
- ☐ **Other: $_____**

Please designate my gift to:

- ☐ Texas Tech General Scholarship Fund
- ☐ President's Fund for Excellence
- ☐ Faculty Excellence Fund
- ☐ Other: _____

XXXXXMailing_Addressee_NameXXXXX
XXXXXMailing_Addressee_Name_2XXXXX
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XXXXCITYXXXX, XXSTATEXX XXXZIPXXX

XXsource_donor_idXX XXappeal_codeXX XXpyc_idXX XXEAB_Copy_CodeXX XXSeg_IDXX

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Dear XXSalutationXX,

Why do students choose Texas Tech University?

Maybe they choose Texas Tech after seeing our dedicated faculty in action across the world, or maybe it's because of the benefits and resources of a large university with the appeal of a close-knit community. It's this experience that we work hard to continue for new generations of Red Red Raiders.

Our legacy, our discoveries and our excellence go On & On thanks to your generosity.

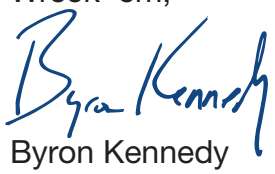
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Your support elevates a welcoming campus and community. A top-of-the-line educational experience requires state-of-the-art facilities and world-renowned faculty so that our Red Raiders can be best prepared for the demands of today and tomorrow.

Right now, there is a student searching for a place where they can pursue their dreams. By renewing your support today or before December 31, you help write their future.

Wreck 'em,



Byron Kennedy
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Texas Tech University Class of 2004

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CYEM11_SYBNT Alumni

Dear XXSalutationXX,

Why did you choose Texas Tech University?

Maybe you were motivated by seeing our connected and capable faculty in action across the country, or maybe it was the benefits and resources of a large university with the appeal of a close-knit community. It's this experience that we work hard to continue for new generations of Red Red Raiders.

Our legacy, our discoveries and our excellence go On & On thanks to alumni support.

With the end of the calendar year fast approaching, I ask that you take this opportunity to join your fellow alumni once again and make a gift of $ASK1 or $ASK2 to help more students benefit from the Red Raider experience. Your support before December 31 jump-starts a new semester for so many students.

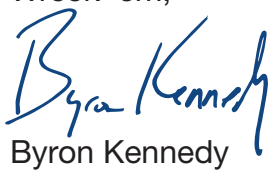
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Right now, there is a future student searching for the same things that drew you here. By making your gift today or before December 31, you help write their future.

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Texas Tech University Class of 2004

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CYEM12_LYBNT-SYBNT Parents

Dear XXSalutationXX,

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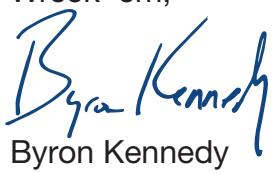
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Wreck 'em,



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Texas Tech University Class of 2004

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CYEM13_LYBNT-SYBNT Friends

Dear XXSalutationXX,

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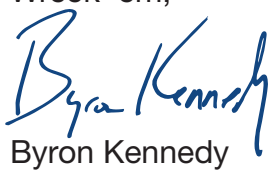
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CYEM14_Never-Giver Alumni

Dear XXSalutationXX,

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Our discoveries and excellence are a part of your legacy.

With the end of the calendar year fast approaching, I ask that you take this opportunity to join your fellow alumni and make a gift of $ASK1 or any amount you desire to help more students benefit from the Red Raider experience. Your support before December 31 jump-starts a new semester for so many students.

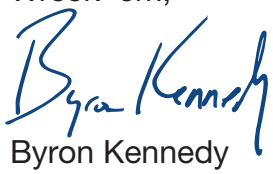
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Right now, there is a future student searching for the same things that once drew you here. Together, we can ensure that today's students will enjoy the same experience we all cherish.

Wreck 'em,



Byron Kennedy
Vice President for Advancement
Texas Tech University Class of 2004

P.S. Gifts from you and your fellow alumni make an incredible impact during the season of giving. Visit **campaign.ttu.edu** to see how we will continue to revolutionize the TTU experience.