

Dear {NAME} —

Because of donors like you, Mizzou is moving forward with incredible momentum. Students are finding their passion; researchers are making life-changing discoveries; communities across Missouri and beyond are growing stronger. Your past support has helped make this all possible — and we're incredibly grateful.

Renew your gift to continue making a difference at Mizzou!

There are so many ways to make your impact: from scholarships that open doors and research that fuels innovation, to programs that serve our state and traditions that unite Tigers across generations. Every gift drives progress and keeps our university strong.

You've already laid the groundwork for Mizzou's next chapter. Now's the time to build on it — make your gift before December 31 and help our Tigers make 2026 their best year yet.

For Mizzou,

Erin L. Allen
Associate Vice Chancellor for Donor Engagement

P.S. To avoid the charitable deduction floor that goes into effect on January 1, 2026, consider paying ahead on your pledge or grouping your 2026 giving into 2025.

MAKE YOUR GIFT TODAY
Scan to give or visit
Mizzou.us/EOCYFall25

YES, I WANT TO SUPPORT MIZZOU DURING THIS SEASON OF GIVING!

Mizzou

I'm enclosing my tax-deductible gift of:

- ☐ Amount 1
- ☐ Amount 2
- ☐ Amount 3
- ☐ $ _____

Donor Name
Address
City, State ZIP
Line 4
Line 5
Line 6

<CRM ID 1> < CRM ID 2>

Please credit my gift to:

- ☐ Fund Name 1
- ☐ Fund Name 2
- ☐ Other _____

Payment option:

- ☐ My check, payable to the University of Missouri, is enclosed.
- ☐ I prefer to give by credit card (see reverse).

<appeal code>

Mizzou

Phone: 866-267-7568
Email: Giving2Mizzou@missouri.edu

Credit Card Payment Information

☐ Visa ☐ Mastercard ☐ Discover ☐ American Express

Card Number: _____

Exp. Date: _____ CVV: _____

Email: _____

Phone Number: _____

Signature: _____

Matching Gift Program

Visit **giving.missouri.edu/matching-gifts** to find out if your company has a matching gift program to increase the impact of your charitable contribution!

FUTURE CAMPAIGN RECOMMENDATIONS

- Continue to test tiered budgeting to see how seasonality plays a role in deadline-driven campaigns.
- Testing different creative types such as videos, testimonials or hype reels could engage our audience more and entice them to make a donation.

CREATIVE EXAMPLES





