

November XX, 2006

Tiffany Brown
1234 Wide Boulevard
Big City, US 56789

Dear Tiffany:

“GO JAYS!”

It’s the rallying cry of your alma mater and my university. And now it’s a new way for young alumni to give back to Hopkins and help undergrads like me. Let me explain.

GO JAYS stands for Give Online Just Add Your Support.

While that’s not the only way to give to the Hopkins Fund, it’s super easy. Just go to www.johnshopkins.edu/annualfund. (Or you can return the enclosed reply card or call 1-800-548-5422.)

When you give back, you contribute directly to scholarships at the Krieger School of Arts and Sciences, as well as provide financial support for faculty, research and the libraries on the Homewood campus.

I’m a sophomore who is majoring in neuroscience/premed. My dream is to become a doctor and work in health-related policy. I’m also a long and triple jumper on the track and field team and a connoisseur of Baltimore’s famous Berger cookies.

I absolutely love Johns Hopkins – especially the atmosphere, which promotes high goals and expectations.

But I wouldn’t be striving for those goals without financial assistance, a fact of college life many young alumni understand.

That’s why I hope you’ll join in the rallying cry, “GO JAYS!” Make your support for Hopkins undergraduates loud and clear and we’ll carry on the Hopkins tradition of achievement on campus and in the world.

Gratefully,

Nirosha Mahendraratnam ‘09

P.S. It’s true – every gift matters, in any amount. Please give what you can to the Hopkins Fund and help undergrads follow in your footsteps.