

September XX, 2010

Name 1

Name 2

Street 1

Street 2

City, State, Zip

Dear Informal Salutation,

As the University of Delaware begins a new academic year, I want to express my sincere gratitude for your important role in UD's rise as a distinguished national university. Your leadership as a member of the Delaware Diamonds Society is advancing President Harker's strategic initiatives and increasing UD's academic strength and prominence.

The recent annual college rankings published by *U.S. News & World Report* offer tangible evidence of UD's transformation. In the new ranking category of "Up-and-coming National Universities," UD is ranked No. 8 among only 68 U.S. universities chosen by college administrators for the special distinction. The ranking category identifies those universities "that are making the most promising and innovative changes in the areas of academics, faculty, and student life."

Today, I ask you to continue your leadership with UD by increasing your membership level in the Delaware Diamonds Society with a gift of \$_____. Your increased partnership and investment will help the University of Delaware achieve new levels of educational excellence and accelerate the exciting academic progress that is earning UD national recognition.

To increase your membership level, please complete the enclosed response card and mail it in the envelope provided. Or, you may make your gift online at www.udel.edu/makeagift. If you need gift verification or have any questions, please contact my colleague, Robin Wray, at (866) 535-4504 or by email at annualgiving@udel.edu.

I thank you for the transformational impact your ongoing leadership and financial support will make on the best and brightest students and faculty at UD.

Sincerely,

Monica M. Taylor

Vice President, Office of Development and Alumni Relations

P.S. The University of Delaware is ranked No. 8 among the nation's up-and-coming universities. Please help continue UD's academic momentum by increasing your membership level in the Delaware Diamonds Society. Thank you!