

November XX, 2010

Name 1

Name 2

Street 1

Street 2

City, State, Zip

Dear Informal Salutation,

I cannot thank you enough. When you read in the following paragraphs what I told the New York City Alumni Club, you'll understand why. As a member of the Delaware Diamonds Society, you're among the small percentage of unusually generous donors whose support is making the University of Delaware appreciably better every day. Please renew your support today to continue to create UD's amazing future.

A few weeks ago I spoke to the New York City Alumni Club at Gotham Hall on Broadway. I want to share a few things I told that audience because they are vivid illustrations of how your Delaware Diamonds Society membership is accomplishing exciting and bold things at UD.

You may have heard about the attributes we have identified, the big ideas on which UD is based. Things like Talent Magnet, Idea Leadership, Discovery Learning and more. Following are a handful of concrete examples, the very things that your generous gifts are bringing about.

**A remarkable freshman class.**

We like to say talent attracts talent. A prime example: The new freshman class of 3,400 students is the most talented in UD's history. They arrived in Newark with an A- high-school average. And the freshmen entering UD's honors program had a combined verbal/math SAT score of 1402.

Why is UD attracting this caliber of students? One big reason is our faculty, the ones building world-class programs. We hired about 50 faculty this fall, nearly 40 that are tenure-track. That's a tremendous year by any standard, but especially now.

UD is also steering the international dialogue on the most critical issues of the day. When a huge ice island separated from the Petermann Glacier in northern Greenland, making worldwide headlines, Andreas Muenchow in UD's College of Earth, Ocean, and Environment was the first person in the world notified of the split—and UD processed all the raw data from it.

As middle-class America erupted over big bonuses and Wall Street bailouts, UD's Weinberg Center for Corporate Governance was weighing in on executive pay, shareholder rights and corporate board responsibilities. There was a time when one could not pick up the *Wall Street Journal* or the *New York Times* without spotting a quote from Center Director Charles Elson.

UD also launched the Center for Political Communication last year under the direction of CNN's former world-affairs correspondent, Ralph Begleiter. Even before that—at the height of the 2008 campaigns—Bloomberg Media called UD the “epicenter of politics.”

**That's Idea Leadership. And your generosity is making it possible.**

UD is also a “Citizen University,” meaning we have a responsibility to help solve the most pressing problems of our global community. We're making a bold impact in Newark and around the world.

For example, three buildings on the main campus will soon be equipped with about 2,000 solar panels, giving UD the third-largest solar capacity among all East Coast colleges. (UD has pledged to reduce its carbon footprint by 20% by 2020.) We're a world leader in high-efficiency solar-cell technology. Ten critical solar technologies are credited to UD, powering projects all around the globe.

UD is also teaming up with the National Renewable Energy Laboratory to begin testing commercial wind turbines off the Delaware coast. As the first offshore turbines in the Americas, they would drive wind-energy science and policy on this continent and beyond.

**Your contributions send talented UD students out into a world that needs them.**

Now let me shift gears to tell you about students tearing down the wall between college and “real life,” something we call Discovery Learning. It happens when, in addition to spending time in classrooms, students enter and work in neighborhoods and villages, factories and farms, schools, labs, clinics and boardrooms.

Every year more than half of UD's student population participates in service projects. Last year about 12,000 students dedicated 143,000 hours to our service mission. I'll tell you about one project.

During seven expeditions to Africa, UD's student chapter of Engineers Without Borders provided clean drinking water to three Cameroon villages. They built wells outfitted with solar-powered pumps. They constructed huge holding tanks. And they constantly make needed repairs and improvements.

I'm extremely proud that more than half of our students participate in service projects, and I hope you are, too.

**“UD is everything college should be.”**

When the *Princeton Review* asked our students about their college experience, one student's response summed up the rest: “UD is everything college should be.”

UD is an “East Coast Classic”—a quintessential college campus with traditional architecture, The Green and so much more in a bucolic college town with its own Main Street.

But UD will change—the campus, footprint and more.

We have a full plate of construction projects that are transforming UD, including the Interdisciplinary Science and Engineering Lab, a new UD/Barnes & Noble Bookstore, East Campus Housing, UDairy Creamery, the Science and Technology Campus and more.

With your ongoing support, the size and stature of UD will continue to grow.

**The smart money's on UD.**

That brings me to the final big idea on which UD is based: Smart Money.

Money is on everyone's mind in this recession. Students and their parents usually breathe a big sigh of relief when I tell them UD is 16th in the country for return on tuition. Blue Hens are successful. Their investment pays off; their degree has value.

And so does the University that conferred it. Through its educational mission, research capacity and connections with business and industry, UD can transform local and regional economies.

This is our enormous economic promise. Yes, the smart money's on UD.

**Today, I ask you to continue your smart investment in UD by renewing your Delaware Diamonds Society membership with a gift of \$\_\_\_\_\_.**

Simply complete the enclosed response card and mail it in the envelope provided. Or, you may make your gift online at [www.udel.edu/makeagift](http://www.udel.edu/makeagift). If you need gift verification or have any questions, please contact Robin Wray, at (866) 535-4504 or by email at [annualgiving@udel.edu](mailto:annualgiving@udel.edu).

I thank you for again joining with your fellow Delaware Diamonds to make UD “everything college should be.”

Sincerely,

Patrick T. Harker  
President

P.S. Please be sure to renew your Delaware Diamonds Society membership by the end of the calendar year in order to enjoy any tax advantages.