

Thank you for your interest in sending email messages or letters for Erskine's 3rd Annual Day of Giving. We truly appreciate your enthusiastic support!

Below you will find a suggested format for your email or letter, which is simply a guide to help you get started. Your communications will be more effective if you personalize them. After all, you're writing to people you know well.

Please be sure to send your messages in plenty of time for them to reach your friends before April 14th.

We appreciate how you have supported us in the past. If you have not already done so, as a Day of Giving champion, you may make a contribution at www.erskine.edu/dayofgiving, call (864) 379-8881 to give over the telephone, or mail a check to the Advancement Office, Erskine College, PO Box 338, Due West, SC 29639.

If you're ready to become an Erskine Champion, please contact me at paul.bell@erskine.edu or (864)379-8727. This way, I can get a head count of our champions and answer any questions you may have.

I look forward to hearing from you!

Thank you,

Paul Bell

Vice President for Advancement
and Alumni Relations

Suggested template for Email messages and letters

Hi, _____. I hope you are doing well.

I'm writing to tell you about an opportunity to support Erskine College and Theological Seminary as they build on recent momentum and continue to educate, mentor, and equip students.

As you may know, Erskine began the past academic year with record enrollment. It was a good year for them in other ways, as well. *U.S. News Best Colleges* ranked Erskine College sixth among 124 "Best Regional Colleges" in the South for 2020. Erskine also launched some new academic programs and has built additional student housing to help accommodate growth. Most of all, students are thriving, and Erskine is still the same caring place it has always been.

April 14th is Erskine's 3rd annual Day of Giving. I've made a contribution because I'm encouraged by what is happening there, and I want to support the work that Erskine is doing. Would you join me in making a donation of your own?

You may make a contribution at www.erskine.edu/dayofgiving, call (864) 379-8881 to give over the phone, or mail a check to the Advancement Office, Erskine College, PO Box 338, Due West, SC 29639. Please mention "Day of Giving" in either method you choose to use.

Thank you for your consideration!

Sincerely,