**Instructions for Using the Templates:**

1. **Personalize the Greeting**Replace [Name] with the recipient’s name or, if necessary, a general salutation (e.g., “Dear Friend”).
2. **Introduce Your Department/Project**In the first sentence, briefly describe the impact of your department or project, focusing on how it helps students. Example: "to support scholarships that help hardworking students achieve their dreams."
3. **Highlight the Need**Use the second paragraph to explain a specific student challenge and how your project addresses it. Example: "These students often lack access to updated lab equipment, making it harder for them to compete in their fields."
4. **Call to Action**In the third and fourth paragraphs, explain what the donor’s gift will achieve. Include specific outcomes or benefits (e.g., "providing one student with access to a mentoring program"). If possible, mention a tangible cost (e.g., "It costs $50 to fund one mentoring session").
5. **Inspire Action**Use motivating language like “Be a hero” and emphasize the urgency of Giving Day. Replace [Giving Day date] with the actual date.
6. **Connect to Impact**Highlight how the donor’s support extends beyond the immediate benefit (e.g., "empowering students to lead and serve their communities").
7. **Sign and Personalize**Replace [Name], Title, and [Department] with your details. Ensure the letter feels genuine and heartfelt.
8. **Add Online Giving Information**In the P.S., replace [Giving Day webpage link] with the donation page URL. Mention how easy it is to give online.

Keep your message focused on students and their needs. Use simple, clear language. Your goal is to inspire immediate action and demonstrate the transformative power of Giving Day gifts. You can find more helpful resources [**here**](https://www.andrews.edu/services/development/annual/helpful-resources/index.html)**.**