



# WILLIAM & MARY

## FRIENDS OF TRACK AND FIELD & CROSS COUNTRY

December 4, 2015

Dear John,

Of all the ways we've remained involved with William & Mary through the years, the Track and Field & Cross Country program has meant the most to both of us. The athletes and their families really are a "family" as evidenced by the alumni who return to W&M and stay in touch via social media.

What makes Track and Field & Cross Country so special at W&M is that the different generations of student-athletes have many opportunities to meet and get to know each other. More than one current athlete has remarked to the alumni record-holder that breaking the old record "will mean so much more now that I've met you."

Now it's our turn to make these opportunities available for future generations of William & Mary Track and Field & Cross Country athletes. **To hit the field running, we've established a two-part Hawthorne Challenge. Here's how it works:**

- We will **match every new and increased dollar given to Tribe Athletics Track and Field & Cross Country, up to \$50,000**—that adds up to a \$100,000 increase in total support.
- And, as a special incentive for alumni to participate at any level in the annual Alumni Athlete Giving Challenge, we will **contribute \$1,000 for every participation point the Men's and Women's Track and Field & Cross Country teams are able to secure** by June 30, 2016, up to \$25,000 per team—to result in a \$50,000 increase in total support.

This means ***you can help secure \$150,000 in new support for our Track and Field & Cross Country program by making your gift today.*** Giving directly to William & Mary Track and Field & Cross Country assures that 100 percent of your gift goes to directly support the program.

Your support is crucial to provide scholarships, new equipment and uniforms, and, certainly, a lifetime of unforgettable memories for our Track and Field & Cross Country athletes. As you know, athletics at William & Mary receives no state funding. Gifts from alumni and friends, such as you, are the only way to secure the important resources needed to compete at the Division I level of the NCAA.

There are many rewards to giving — and every gift, no matter the size, is extremely important. The essential first step is to get involved. *Please send your gift today.*

Sincerely,

Randy '67, JD '70, MLT '71 and Shelby '67, MAED '75 Hawthorne

P.S. The Hawthorne Challenge is designed to give us a running start to raise much-needed support. *We need your help to go the extra mile. Please give today at [impact.wm.edu/HawthorneChallenge](http://impact.wm.edu/HawthorneChallenge)*