

For the Bold

THE CAMPAIGN FOR WILLIAM & MARY

OFFICE OF THE DEAN
ARTS & SCIENCES

November 2, 2015

Dear Yi,

I am writing you today with a bold request — and an opportunity to have a positive impact on Arts & Sciences and the entire William & Mary community.

As you may know, William & Mary recently launched the most ambitious fundraising campaign in its 323-year history. *For the Bold: The Campaign for William & Mary* will build on our strengths as an institution and forge a new path for extraordinary leadership in the 21st century.

For Arts & Sciences, achieving our \$140 million campaign goal will help provide the resources to:

- Recruit the most talented minds through graduate fellowships and professorships.
- Expand opportunities for engaged learning, innovation and collaboration through support of the Center for the Liberal Arts (CLA), the Center for Geospatial Analysis, the Charles Center for Academic Excellence, the A&S Annual Fund and the Integrated Science Center Special Equipment Fund, among others.
- Empower our students to create meaningful change through opportunities for leadership and engagement in the world through the Charles Center.

William & Mary's ability to offer a world-class education hinges on having the right people and resources in place to build on our legacy of academic excellence.

That's why I'm asking YOU to make a campaign gift today.

As you know, bold thinking is already at the heart of the university's work. In Arts & Sciences, our new College Curriculum has sparked creativity and innovation across all departments and programs. As the core of William & Mary's liberal arts experience and home to more than 90 percent of each graduating class, Arts & Sciences offers an integrated intellectual experience that embraces the skills and habits of a lifetime — like critical thinking, collaboration, problem-solving and the ability to express complex ideas in compelling ways.

We are shaping a new vision for liberal arts education; this campaign will make it possible.

Regardless of the amount, all gifts will have an impact and allow William & Mary to continue offering a distinct brand of education that emphasizes faculty-student collaboration and innovation in teaching, interdisciplinary research and opportunities to lead positive change. I couldn't be more excited about what this campaign will mean for Arts & Sciences and for the entire William & Mary community. The campaign's overarching mission is to:

- Strengthen the lifelong ties our alumni have to alma mater and one another.
- Achieve 40 percent alumni participation by 2020.
- Raise an unprecedented \$1 billion for William & Mary. Arts & Sciences specifically seeks to raise \$140 million to enhance our graduate and undergraduate programs.

(Over, please)

P.O. Box 8795 • Williamsburg, VA 23187-8795 • 757.221.3712

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THANK YOU FOR YOUR SUPPORT

Yes! I want to support William & Mary with my gift of:

\$100 \$90 \$75 \$65 \$50 Other \$ _____

I would like to designate my campaign gift as follows:

\$ _____ Swem Make a Difference Fund (3108)

\$ _____ Arts & Sciences Annual Fund (1413)

\$ _____ Other _____

97299 AP16926

[Redacted]

Phone: [Redacted]

Email: [Redacted]

My contact information has changed.
Please mark changes above.

Give Securely Online: impact.wm.edu/forthebold

Give by Check: Make payable to **College of W&M Foundation**

To give by credit card or to multiply your impact, please see reverse side.

Please detach and return this completed form to: College of William & Mary | Post Office Box 1693 | Williamsburg, VA 23187-1693

The enclosed inserts highlight campaign priorities for Arts & Sciences as well as other programs and initiatives across campus that will directly benefit from this campaign.

With your generous support, our students and faculty can continue to pursue important research that enhances William & Mary's reputation nationally and internationally. Your passion for knowledge and experience is what brought you to William & Mary in the first place. *Your gift today will take your commitment one step further.*

Don't underestimate the difference you can make.

We witness the truth in this powerful statement every day — in our classrooms and around the world. Making a difference is about turning aspirations into action. This campaign gives us an extraordinary opportunity to act together to change William & Mary for the better. Please join us by making your gift today.

Sincerely,



Kate Conley
Dean of the Faculty of Arts & Sciences

P.S. Don't forget: every gift to the *For the Bold: The Campaign for William & Mary* is vital and appreciated. Please give today — it's quick and easy to return the enclosed gift ticket or give securely online at impact.wm.edu/forthebold.

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Give by Credit Card



Name on Card _____

Card # _____

Exp. Date _____ Security Code _____

Signature _____

Multiply Your Impact

- I am interested in making a multi-year commitment as part of For the Bold: the Campaign for William & Mary. Please have someone contact me.
- I am interested in matching my gift through my employer. (Please visit www.matchinggifts.com/wm to look up your employer and learn more about how to have your gift matched).

Securities

For gifts of securities, please call **757.221.1008**.

Estate Planning

- I have included William & Mary in my estate plans.
- I would like information about including William & Mary in my estate plans.
- I would like information about charitable income plans.

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William & Mary's strength as an institution depends greatly on access to resources that enable the university to provide a world-class liberal arts education, graduate programs that prepare students to succeed in a professional environment and a campus community where scholars can excel in the classroom and on the field.

For the Bold will positively affect William & Mary in countless ways for generations to come. The campaign will strengthen the lifelong ties William & Mary alumni have to their alma mater and to each other, while also helping the College to achieve a rarity in higher education: 40 percent alumni giving participation. Finally, raising \$1 billion will enable William & Mary to attract and retain passionate and principled achievers, with students and faculty alike, who will individually and collectively impact our campus, their communities and our world.

Questions? Call 757.221.1001 or 866.448.3296