



Dear [INSERT NAME],

On April 30th, Millikin University will celebrate Founder's Day, the University's birthday! In commemoration, the University will be hosting True Blue Day, a day of giving towards the future of the Big Blue. Our beloved University has set a goal of 1,515 donors giving in honor of our outgoing 15th President, Dr. Patrick White.

From now through April 30th, Millikin is asking faculty, students, staff, alumni and friends to participate in our seventh True Blue Challenge, a fundraising event specifically created for student scholarship support.

As you know, almost every student at Millikin receives much-needed scholarship support in order to make their education happen. Your gifts to the True Blue Challenge help those students and support a stronger and better Millikin. More than \$41 million each year is allocated toward annual student financial support. This is an opportunity for all of us to come together and respond to the very real financial needs of our students. Let's Believe in True Blue!

Imagine the impact that will have on our students and their opportunities for Performance Learning for years to come if we reach our goal of 1,515 donors!

I thank you in advance for joining me in supporting Millikin by making your best gift possible to Annual Scholarship. With you, we can build upon Millikin's success and provide further opportunities for students to gain a world-class education.

Here's how you can help:

- Give online now at millikin.edu/trueblue
- Make a pledge by calling Associate Director of Annual Giving, Lauren Acton, at 217-424-3959
- Share your support of Millikin students through the True Blue Challenge with your friends and others through email, phone calls, personal contacts and social media using #TrueBlue2020. Your inspiration will be important
- Follow the challenge website at millikin.edu/trueblue and promote milestones of giving as they are reached

I look forward to celebrating True Blue Day alongside you, and thank you in advance for your support.

With Big Blue pride,

[YOUR NAME + CLASS YEAR, IF APPLICABLE]