**Sample Letter – starting point**

Your support keeps

**THE UW MOVING FORWARD.**

<Formal Addressee>

<Address>

<City>, <State> <Zip>

Date

Dear <Salutation>,

We simply could not do this without you! Through your contribution to the <Fund Name>, the world-class education that the Wisconsin Experience represents will continue, positively impacting hardworking university faculty, staff, students, and researchers every single day. Thank you for your ongoing dedication.

Your support paves the way for success and makes the UW’s longstanding tradition of excellence possible for generations to come. Because of you, Badgers are changing the world!

We are grateful for your generous gift.

With much appreciation,

<Signature line>