

HUAA Emergency Scholarship Fund Campaign
3rd draft: 04-01-20

Urgent gram Letter (8 ½ x 14 with tear off reply at bottom). The letter flies the package with the logo/address and donor name/address from top of letter showing through the two windows.



Development and Alumni Relations
1851 9th Street NW, Suite 301
Washington, DC 20059

HUAA EMERGENCY SCHOLARSHIP FUND

<Date>

<Name>
<Address>
<City>, <ST> <Zip>

Dear <FirstName>,

On behalf of everyone here at Howard University, please know we are thinking of you during this time of global crisis. I hope you and your loved ones are safe and sound.

You no doubt understand that this is an unprecedented time in the history of our university. Our campus is closed. Students have relocated. Faculty and administrators have worked tirelessly to begin teaching classes online.

Our students saw their semester and their plans for graduation turned upside down by COVID-19. Their safety is our top concern and we have taken urgent action to acquire housing for students unable to return home, cover travel expenses, acquire tablet devices and other tools for remote learning, and much more. We are grateful for the recent one-time Congressional appropriation to cover some of these expenses.

Now, need-based scholarships are our #1 priority. The HUAA Emergency Scholarship Fund will support prospective May graduates whose continuation at the University is threatened due to financial crisis. You can help a student get to the finish line by rushing your most generous

contribution of \$35, \$100, \$250, \$500 or even \$1000 in the enclosed envelope today. EVERY SINGLE DOLLAR WILL GO TO SUPPORT STUDENT SCHOLARSHIPS.

Your gift will help us provide scholarships to prospective May graduates – whether they are undergraduates, or pursuing degrees in medicine, nursing, education, law or any other college. **And, believe me, the need is great.** We are already hearing from students who have lost jobs, whose parents have lost jobs and who fear they may not be able to complete their studies.

I'm sure you agree. . . no student who has worked hard toward their diploma should see their dream deferred simply because of the financial upheaval our nation is facing.

You may already know that many Howard students are the first in their family to go to college and come from families with limited incomes. One out of every two Howard students is Pell Grant eligible. What does this mean? Nationwide, most Pell Grants are awarded to students whose families make less than \$30,000. As our economy worsens, these families will be hit hardest.

Commented [KSIC1]: <https://blog.prepscholar.com/pell-grant-eligibility-and-requirements-do-you-qualify>

Today, you can be a hero in this crisis. You can put these Howard students on your shoulders and help carry them to the finish line this May. **Please donate generously to the HUAA Emergency Scholarship Fund.**

Who among us can say we that we have not benefited from someone's help along life's journey? Nearly every member of the Howard family owes a little bit of our success to the past generations of Howard men and women who invested in this university. We stand on their shoulders. Now it's our turn to pay it forward to today's students.

So, please don't wait another minute. RUSH the attached form along with your check or credit card information to me in the postage paid envelope provided. **EVERY DOLLAR YOU DONATE WILL GO TO SCHOLARSHIPS.**

If you prefer, you can put your gift to work even faster by donating online at www.alum.howard.edu/emergencyfund right now.

In closing, let me thank you again for your passion and commitment to Howard University. I know these are uncertain times for all of us and the path ahead is filled with many difficult decisions.

But there is one simple thing YOU can do right now that will make a big difference. Stand with your Bison family to move our prospective May graduates to the finish line. Please send your most generous donation to the HUAA Emergency Scholarship Fund today.

I am so proud of the way our Howard alumni continue to embody the values of excellence, leadership, truth and service in these challenging times. In times of crisis, the Bison family sticks together. So, please let me hear from you right away. Thank you.

With gratitude and best wishes,

David P. Bennett
Vice President, Development and Alumni Relations

P.S. The CARE ACT recovery legislation recently passed by Congress allows you to claim a charitable deduction for donations, even if you do not itemize on your tax return. So, your gift is tax-deductible. It's just one more reason I urge you to support the HUAA Emergency Scholarship Fund today. Thank you.

Reply copy

Yes, David, I agree. No student who has worked hard toward their diploma should see their dream deferred by this economic downturn. I'm rushing my tax-deductible gift to the HUAA Emergency Scholarship Fund today. I'm enclosing:

\$35 \$100 \$250 \$500 \$1000 Other\$ _____

<Name>

<Address>

<City>, <ST> <Zip>

<Donor ID> <CampaignSourceCode>