

DJE 6 T Announcement/Invitation

Subject line: Would you shout it from a rooftop?

Preheader: Invitation for participation

Dear First Name,

Has anyone told you how important you are today? Well, you ARE!

As a graduate of Marian University, you are forever part of a special family—one that no amount of physical distance can keep apart or slow down. **Did you know that Marian alumni are now 18,000-plus strong?** Now, that's a powerful community of leaders doing great things in our world, bringing the Franciscan values to family, the marketplace, professions, and the communities in which we live.

And that's something to take pride in. Your alma mater is certainly proud of you. And I've every confidence that our own Sr. Norma Rocklage, OSF, '60 still shines with pride in her heavenly home. But the continuation of her legacy of service and leadership falls more on no other group than yours. So that makes you pretty important.

You are used to hearing about all the progress and developments of Marian's growing, ever-evolving programs and initiatives and how they address the needs of our ever-changing community, but today's message is all about YOU. In recognition of the need to pay more attention to our alumni family, we are renewing our commitment to do more than just ask for your *Time, Talent, and Treasure*.

The first step was the formation of an Alumni Engagement Task force, led by Marian Trustee Mark Daniel '80. For the past ten months, this group of 22 alumni, representing classes from the 1060s-2010s, has dedicated much time, thought, research, and prayer to the needs and potential of the Marian University alumni community. And they came up with a few more "Ts" for us to consider: *Trust, Testimony, and Ties*.

Intrigued? Well, you can expect to hear more from Marian University Alumni Association (MUAA) President Holly Hammond Pels '09 and Marian Trustee Scott Young '98, who will carry the work of the task force forward by sharing more about these six "Ts" as a path to greater alumni engagement.

As we set our sights on discovering just what "best in class" alumni engagement can look like (and achieve!), I ask that you take this invitation for participation as seriously as your peers and I do. **Reflect on what being a Marian Knight means to you and on the potential impact of YOUR passion and commitment multiplied by 18,000!**

If there's anything I've learned this year, it has been that together we are unstoppable—and that we're just getting started. So, let me know if you would like to join Holly and Scott on the alumni engagement committee or if you would just like to further discuss what being a Marian Knight means to you. It happens to be one of my favorite subjects, and I will always make *Time* for Marian's greatest treasure—YOU.

Yours in enthusiasm, commitment, and gratitude,

President Daniel J. Elsener