

**Kennesaw State University
Public Relations Department
1000 Chastain Road
Kennesaw, GA 30144**

November 7, 2018

John Q. Public
Admissions Department
Kennesaw State University
1000 Chastain Road
Kennesaw, GA 30144

Dear Mr. Public:

The time has come for our university's annual community Consolidated Giving Fund drive. Last year we were able to rise together to collectively raise \$200,000, but this year we want to make an even greater impact in our community. Our goal for 2018 is to raise at least \$250,000 to support 50 different community projects.

It's imperative that we all join together as a university to meet our fundraising goal. In order to make your contribution as easy as possible I've included a sign-up card attached to this letter where you can opt in for a portion of your monthly payroll to be devoted to the Consolidated Giving Fund.

The funds our university raises will be put toward various educational, environmental, and health nonprofit foundations in our community. A minimum of 95 percent of your donation will directly support places like Foundations For The Future by funding its construction of a new wing to help care for and educate our community's youth.

This will be Kennesaw State University's fifth year participating in this amazing community effort. Every department has been given a goal to reach and I implore you to do your part to ensure the admissions department meets or exceeds its goal.

Please take the time to respond via the attached sign-up card as to whether or not you will opt in for the Consolidated Giving Fund drive. Thank you for your consideration in donating to help KSU's community efforts.

Sincerely,



Zoe Lumpkin
Public Relations Director, Kennesaw State University