

McKENDREE UNIVERSITY



McKendree University '26 Campaign'

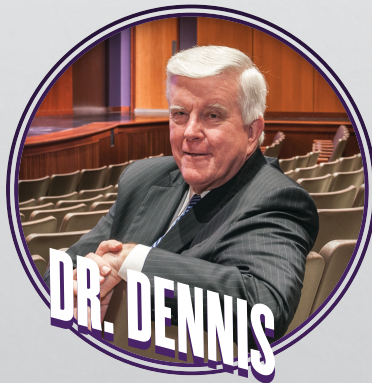
1st Direct Appeal Group - 'Best Foot Forward'

Direct Mail Shell - Interior

Die-cut on heavy card stock to house loose print items and act as a supplementary brochure for sustained communications throughout the campaign.

Prominently features imagery of 'Dr. Dennis Socks', offered as an exclusive promotional item to thank donors for their celebration gifts.

Supplemental collateral reinforces the concept of a year-long celebration of the Dr. James Dennis and his 26-yr presidency.



Dr. Dennis has left major footprints at McKendree University. Now it is **your** turn!

ROCK THE SOCKS

26
CELEBRATING 26 YEARS

Celebrate Dr. Dennis' 26th and final year as President by making a **Celebration Gift** in his honor!

Now, when you make a **Celebration Gift** of \$26 or more to McKendree University's Annual Fund, you can receive an exclusive pair of Dr. Dennis socks.

Your gift helps the next generation of Bearcats take **giant leaps!**

Give online at giving.mckendree.edu or use the enclosed response device.

**Please allow 4-6 Weeks for processing time and delivery of your Dr. Dennis socks.*

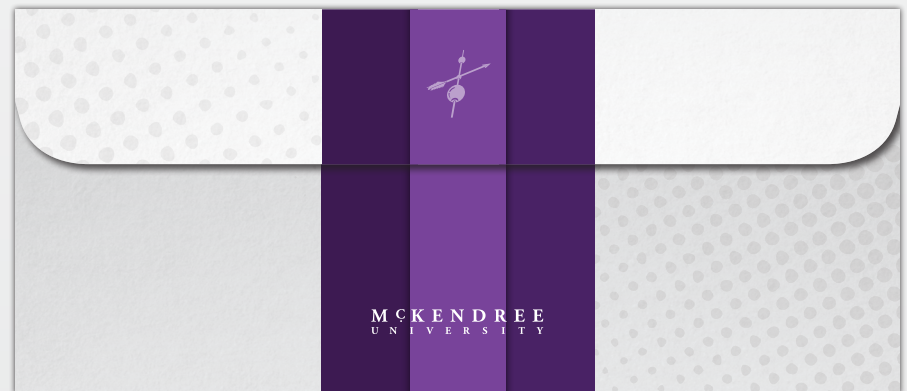
DON'T WALK AWAY WITHOUT A PAIR. MAKE A CELEBRATION GIFT TODAY!

For more information, please visit giving.mckendree.edu or contact
The Office of Development, Alumni and Parent Relations at:
(618) 537-6824 or annual_fund@mckendree.edu

Shell Open and Closed Appearance



Mailer Envelope Front and Back



DEAR BILL AND BARBARA,

For a quarter of a century, McKendree University has experienced tremendous advancement under the leadership of President Jim Dennis. The impressive growth in academic offerings and enrollment; the transition from College to University; the move from the NAIA to the NCAA Division II in athletics; and the additions of the Piper Academic Center, the Hett, and two new residence halls have transformed McKendree University into the great institution it is today!

Supporters like you will help to carry on the tradition of excellence at McKendree University. Your continued generosity helps the next generation of Bearcats take giant leaps! In celebration of Dr. Dennis' 26th and final year as President, I encourage you to make a gift of \$2600.00 to the McKendree University Annual Fund. As you may know, Dr. Dennis likes a great pair of socks, so as a thank you for your celebration gift in his honor, you will receive a limited edition pair of Dr. Dennis socks.

Throughout the year, you can rock your Dr. Dennis socks on #GivingTuesday, Founders Day, Commencement Day and Purple Fridays! Whether you're on campus or on your couch, you can connect with the McKendree community by sharing a photo of you wearing your Dr. Dennis socks on social media using the hashtag #bestfootforward.

Dr. Dennis has left major footprints on McKendree and now it is your turn to put your **best foot FORWARD**. Make your celebration gift today!

Sincerely,



Daniel Lett '91
Chairman of the Board of Trustees

26
CELEBRATING 26 YEARS

William McKendree Society Letter

BILL AND BARBARA,

Over the last 25 years, McKendree University has made huge strides under the leadership of President Dennis. The impressive growth in academic offerings and enrollment; the transition from College to University; the move from the NAIA to the NCAA Division II in athletics; and the additions of the Piper Academic Center, the Hett, two new residence halls, and an ice cream cart have made McKendree into the great place it is today!

As a young alum, you experienced and benefitted from many of these additions and changes. **Dr. Dennis has left major footprints on McKendree and now it is your turn!** I encourage you to make your first gift of \$26.00 to the Annual Fund in celebration of his 26th and final year as President. In return, you will receive a limited edition pair of socks featuring Dr. Dennis, a guy who appreciates a great pair of socks!

You can rock your Dr. Dennis socks on #GivingTuesday, Founders Day, Commencement Day, and Purple Fridays! Whether you're on campus or on your couch, connect with McKendree again by sharing your Dr. Dennis socks on social media using #bestfootforward and perhaps your own "Dr. D story."

Don't let these socks create serious FOMO... Put your #bestfootforward and make your celebration gift today! With your support, your graduating class can reach **26% participation** in honor of Dr. Dennis. Join your class today and help the next generation of Bearcats take giant leaps!

Sincerely,



Dr. Joni Bastian
Vice President for Student Affairs

26
CELEBRATING 26 YEARS

Young Alumni Letter

ARE YOU READY TO ROCK THESE SOCKS?

YES! I want to leave a footprint with a gift today!

A one-time gift of \$2,600 in honor of Dr. Dennis' 26 years of presidency.

A monthly gift of \$217.

Or, knock our socks off with a gift of:

\$1,026.

\$26 and I'll renew my WMS support later this year.

Other \$

See Reverse for Payment Information →

ROCK THESE SOCKS?

YES! I want to leave a footprint with a gift today!

A one-time gift of \$26 in honor of Dr. Dennis' 26 years of presidency.

A monthly gift of \$26.

Or, knock our socks off with a gift of:

\$260

\$100

Other \$

See Reverse for Payment Information →

Segmented Reply Devices

MCKENDREE UNIVERSITY

THANK YOU FOR YOUR GENEROSITY!
How would you like to see your gift designated?

Please choose the payment method that is best for you.

Give online at giving.mckendree.edu.

Check enclosed. (payable to McKendree University)

I authorize McKendree University to charge my credit card/debit card.

VISA MasterCard Discover American Express

Card Number:

Name on card:

Exp. Date:

Security Code:

Academic Instruction

Student Scholarship

Student Services

Where it is needed most

26
CELEBRATING 26 YEARS

Reply Device Reversed

Reply cards vary in appearance based on previous donor activity. Reverse side of reply cards are universal in appearance.



CELEBRATING 26 YEARS

Please plan to join us as we celebrate the legacy of Dr. James M. Dennis as he completes his 26th and final year as President of McKendree University at the following events:



HOMECOMING & ALUMNI WEEKEND
October 4-6, 2019
Lebanon Campus
For more information, visit mckendree.edu/homecoming



FOUNDERS DAY CELEBRATION
February 20, 2020
The Russel E. and Fern M. Hettenhausen
Center for the Arts

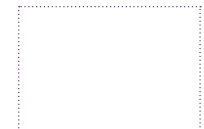


WILLIAM MCKENDREE SOCIETY SPRING CELEBRATION
May 2, 2020
The Chase Park Plaza
By Invitation Only



COMMENCEMENT CEREMONY
May 9, 2020
Lebanon Campus
Front Lawn

MCKENDREE
UNIVERSITY
701 College Road Lebanon, IL 62254



MCKENDREE UNIVERSITY




McKendree University '26 Campaign'

2nd Direct Appeal Group - #GivingTuesday

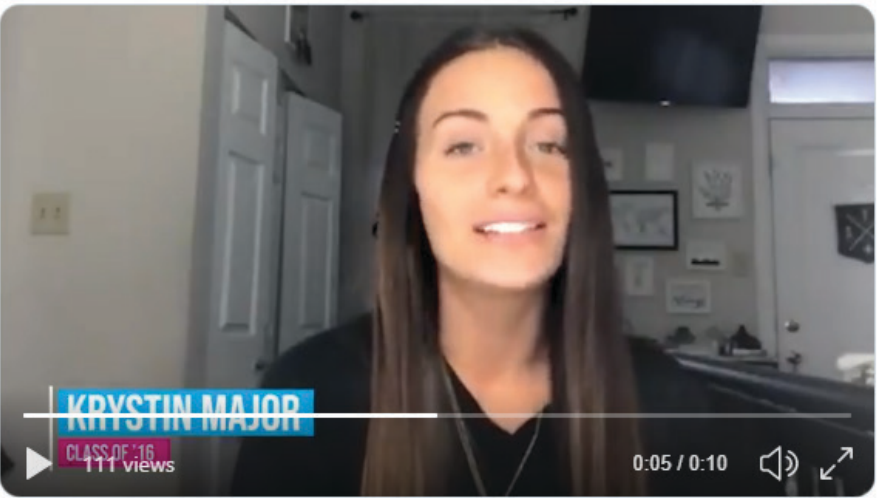
#GivingTuesday Social Media Blast

Phase two of the '26 Campaign' was announced across a broad spectrum of social media platforms in order to raise awareness, build excitement, and maintain the frequency of our messaging, leading up to a 26-Hour Day of Giving on December 3, 2019.



 **McKendree University**
@McKendreeU

Krys Major challenges her CLASS OF 2016 to join the movement today, #GivingTuesday! Help your class reach 26% participation in honor of President Dennis' 26th and final year at McKendree. Visit mckendree.edu/givingtuesday now! ❤️ 🧦 🐾 #KnockOurSocksOff



KRYSTIN MAJOR
CLASS OF '16
111 views
0:05 / 0:10

9:00 PM · Dec 3, 2019 · Hootsuite Inc.

Direct Self-Mailer

**GET READY TO
#KNOCKOURSOCKSOFF
ON #GIVINGTUESDAY**

DECEMBER 3, 2019

#GIVINGTUESDAY

MCKENDREE UNIVERSITY
Office of Development,
Alumni and Parent Relations
701 College Road
Lebanon, IL 62254-1299

Presorted
First Class Mail
US Postage
Paid
Lebanon, IL
Permit No 369

Bill McKendree
1828 Bearcat Pkwy.
Lebanon, IL 62254

#KNOCKOURSOCKSOFF

Knock our socks off with a gift on #GivingTuesday! Gifts received from this appeal will be counted toward participation. Make your gift online at mckendree.edu/givingtuesday or mail your gift in with this response form.

I authorize a charge to my credit card for a gift of \$ _____

Master Card Visa AMEX Discover

I pledge to make a gift on #GivingTuesday Check Enclosed

Card Number _____

Expiration date _____ V Code _____

Name on card _____

Email _____ Phone _____

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 16 LEBANON IL
POSTAGE WILL BE PAID BY ADDRESSEE

MCKENDREE UNIVERSITY
701 COLLEGE RD
LEBANON IL 62254-9901

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

YOUR GIFT IS APPRECIATED

THANK YOU!

Questions? Contact the Office of Development, Alumni and Parent Relations at (618) 537-6824 or annual_fund@mckendree.edu.

Celebrate - Honor - Give Back
#GivingTuesday is December 3, 2019

- 26 Years** It is President Dennis' 26th and final year at McKendree and he's left some big shoes to fill!
- 26 Hours** Join us for a 26-hour giving day to celebrate, honor and give back!
- 26% Class Participation** If you are a McKendree graduate, your class is officially CHALLENGED to reach 26% participation on #GivingTuesday!
- 26 Dollars** A gift of \$26 or more to the Annual Fund will support the areas of greatest need at McKendree University. You will be thanked with a pair of President Dennis socks!

Show your appreciation for President Dennis' leadership and help the next generation of Bearcats take giant leaps! Whether on campus, at work or on the couch, everyone can join the #GivingTuesday movement by making a gift, sharing promotional content on social media, and spreading the word! For more information visit mckendree.edu/givingtuesday and follow #GivingTuesdayMCK and #KnockOurSocksOff on social media.

**Please allow 4 - 6 weeks for processing time and delivery of your President Dennis socks.*



#GivingTuesday is December 3, 2019

26 Years

It is President Dennis' 26th and final year at McKendree and he's left some big shoes to fill!

26 Hours

Join us for a 26-hour giving day to celebrate, honor and give back!

26% Class Participation

If you are a McKendree graduate, your class is officially CHALLENGED to reach 26% participation on #GivingTuesday!

26 Dollars

A gift of \$26 or more to the Annual Fund will support the areas of greatest need at McKendree University. You will be thanked with a pair of President Dennis socks!

Celebrate - Honor - Give Back

Visit mckendree.edu/givingtuesday for more information, and follow #GivingTuesdayMcK and #KnockOurSocksOff on social media.

MCKENDREE
UNIVERSITY

Office of Development,
Alumni and Parent Relations
701 College Road
Lebanon, IL 62254-1299



MCKENDREE UNIVERSITY



McKendree University '26 Campaign'

3rd Direct Appeal Group - 'Impact of Giving'

Variable Data Letter

Shifting gears in terms of tone from the the first and second phase of our giving campaign, phase three largely eschews emotive-based messaging, and adopts a focused narrative that not only introduces McKendree's newest president, but also speaks to the merits of continued giving.

Dear Bill McKendree,

The start of the new year marked a change in leadership at McKendree University with the arrival of President Daniel C. Dobbins. As an alumnus from the Class of '81, and former Chairman of the Board of Trustees, President Dobbins has begun to serve the institution in a new capacity with passion and excitement!

As this important transition is taking place in the life of the University, we will continue to build on the legacy of excellence, made possible by the support of so many people like you! On behalf of our students, faculty, staff and the entire McKendree community, thank you for being part of our journey over the last 26 years. Your previous gift of \$26 to the Annual Fund has helped make McKendree University what it is today, a place where remarkable things happen!

Whether you choose to give to McKendree University's Annual Fund, the area of greatest need, or another area of the University you are most passionate about - every gift makes a difference and goes to work for students, ensuring they receive an impactful McKendree experience!

Join us as the McKendree story continues and we take our next steps forward. Please renew your gift before June 30th! You can do so by mailing your gift in using the enclosed materials or you can make your gift online at giving.mckendree.edu. For more information or to make your gift by telephone, you can call or text the Office of Development, Alumni and Parent Relations at (618) 537-6824.

Thank you in advance for investing in the future of McKendree University!



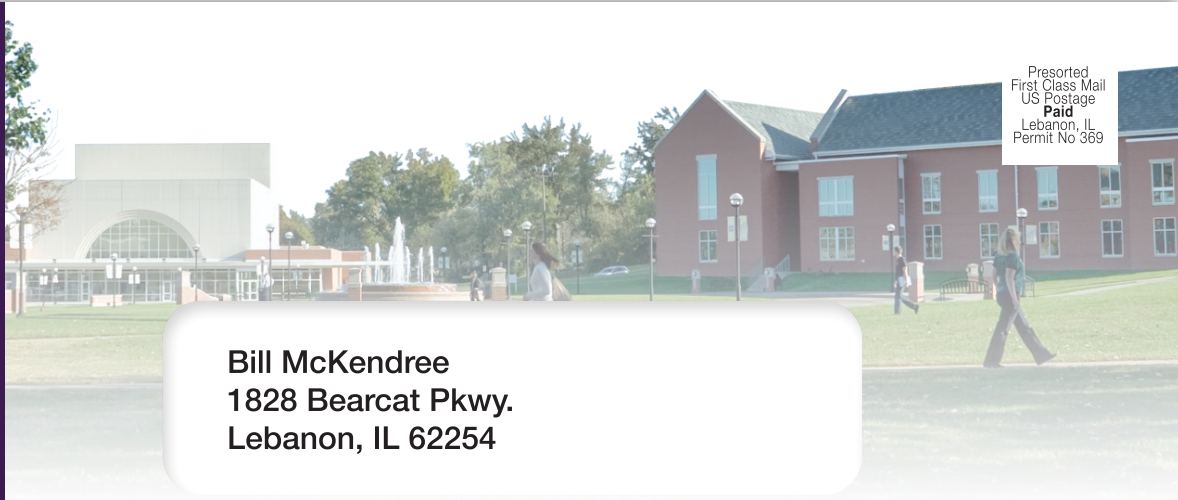
Holly Sallee '13, MBA '18

Director of Annual Giving and Advancement Systems



Appeal Envelope Front & Back

McKendree University
701 College Road
Lebanon, IL 62254-1299



Presorted
First Class Mail
US Postage
Paid
Lebanon, IL
Permit No 369

Bill McKendree
1828 Bearcat Pkwy.
Lebanon, IL 62254

YOUR GIFT MAKES AN IMPACT!

MCKENDREE
UNIVERSITY



MAKE YOUR MARK

Reply Device Front & Back

CMCKAF20D3



Bill McKendree
1828 Bearcat Pkwy.
Lebanon, IL 62254

Please correct any errors in your personal information.

YES! I'D LIKE TO RENEW MY GIFT IN SUPPORT OF MCKENDREE UNIVERSITY!

Please accept my gift of:

- \$1,026 | William McKendree Society
 \$260
 \$126
 \$26
 Other

Please indicate one of the following areas of need:

- Student Scholarships and Financial Aid
 Student Services
 Academic Instruction
 Where it is needed most
 Other

Please see reverse side for fulfillment options.

MCKENDREE
UNIVERSITY

Please CALL or TEXT the Office of Development, Alumni and Parent Relations at (618)537-6824 for assistance or to make a gift by telephone.

You may also make a gift online at giving.mckendree.edu

Enclosed is my check, made payable to McKendree University.

Please charge my credit card as specified below.

Single payment of: \$

Recurring monthly gift of: \$

VISA MasterCard Discover American Express

Card Number:

Name on card:

Exp. Date: V-Code:

Signature:

SEND ME MORE INFORMATION ABOUT:

- FORWARD: The Campaign for McKendree University
 Bearcats of the Last Decade
 William McKendree Society
 Life-Income & Bequests

Does your company offer a matching gift program?

- Yes
 No

Company Name:

Title:

Alumni Non-Giver Reminder Postcard

To cultivate maximum engagement across all alumni lists, a special mail piece was distributed to McKendree's 'Non-Giving Alumni' to remind them that there was still time left to celebrate the retirement of President Dennis. This piece also invited alumni back on campus for a celebratory farewell on Founders Day.

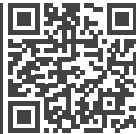
CELEBRATING 26 YEARS WITH DR. DENNIS

Step up and recognize President Dennis for his 26th and final year at McKendree University by giving back! Make a gift of \$26 or more to the Annual Fund and receive an iconic keepsake - President Dennis socks! Your donation will support student scholarships, academic instruction, student services, campus maintenance, technology upgrades, and more. A LIMITED NUMBER of socks remain. Don't walk away without a pair!

HOW TO MAKE A GIFT:

1. Scan the QR Code or visit giving.mckendree.edu
2. Call 618.537.6826
3. Mail donation to:

Office of Development, Alumni and Parent Relations
701 College Road
Lebanon, IL 62254



Be part of the largest photo of people wearing their President Dennis socks! Join President Dennis and the McKendree community on **Founders Day, February 20th** at 6:30 p.m. at the Hett on McKendree's Lebanon campus!

MCKENDREE
UNIVERSITY
701 College Road
Lebanon, IL 62254

