



**WVU Alumni Band, Inc.**  
**Alumni Pride Since 1969**  
**745 Broadway Street East McKeesport, PA 15035**

August 7, 2020

Greetings fellow Alumni Band, Inc. members!

We hope everyone is getting along okay during this difficult time and is staying safe. We need all of you healthy when this is over and normalcy resumes.

We are writing to update you on progress being made on the Pride Practice Facility, as follow up to the letter you received from us earlier in the year. We are happy to announce that the WVU Board of Governors has approved the fundraising plans for the Pride Practice Facility, and your WVU Alumni Band Inc. is ready to get to work in support of this important project!

In a few days, the WVU Foundation will launch a major fundraising drive towards the money needed to pay for our new band home. As alumni, we are being counted on as a major source of income towards the new facility and field. The WVU Foundation has worked with us to make it as easy as possible for us to donate. Important things for you to know:

- “Adopt-A-Dot” Campaign: As members of the WVU Alumni Band, Inc., we want you to know that we have created a campaign for our alumni band members, current band members, or people that want to make donations in honor/memory of people associated with the band throughout history. This fundraiser has been named the “Adopt-A-Dot” campaign. We are excited about the dot campaign because every former member of the Pride will immediately know what it means and no one else will have a clue. (The Foundation still has no idea what it means.)
- Each symbolic dot can be purchased for \$250. Our hope is that you will come strong with dot purchases in honor of your time with classmates and friends from your years in the band.

- We are also setting a goal of 1,000 dots purchased in honor of Don Wilcox – and remember, there’s no limit to the number of dots that you can purchase!
- Did you meet your spouse in the band? We are hoping that if you met your spouse in the band you will consider buying 2 dots to show the hundreds of couples that have emerged from the band.
- We would like to see dots purchased for former members who have passed away, but will live on in spirit with us at the new field.
- Finally, we hope that parents and relatives will purchase dots for current members of the band.

The WVU Foundation campaign is set to begin in early August, and the groundwork is being laid now with the fundraising professionals at the Foundation and the College of Creative Arts. The WVU Alumni Band Inc. has been given permission to launch the “Adopt-A-Dot” component to our members several weeks early to get a head start on fundraising from the general public and alumni. The WVU Alumni Band Inc. feels strongly that this is our time to show the University how much our band means to us former members!

When you “Adopt-A-Dot,” you will receive a commemorative pin exclusively designed for this groundbreaking fundraiser from the WVU Alumni Band, Inc. We hope you will wear them proudly to demonstrate your commitment to this important project. We want to continue dot sales in the future and keep adding alumni to our ranks as new graduates join us.

A special website has been created for the Pride Practice Facility campaign: <https://give.wvu.edu/pridepracticefacility> Please be sure to **select the box "Adopt-A-Dot"** (see graphic below).



When buying multiple dots, you will need to purchase each one separately. The Foundation form allows for only one dot purchase at a time. **(It is important that you check the box denoting that you are Pride alumni in the donation form so we can mail you your commemorative pin!)**

Also, the WVU Foundation will be mailing a special fundraising piece in August and we encourage you to LOOK for the “Adopt-A-Dot”

information. **(IMPORTANT, please check the box denoting that you are Pride alumni so we can mail you your commemorative pin!)**

Finally, through our partnership with the WVU Foundation, whether you donate on-line or by mail, you will have the option to make a recurring gift commitment – bi-weekly, monthly, quarterly, etc. Again, we want to make this as easy for you as possible, and our hope is that every single member of the WVU Alumni Band Inc. can and will support this project.

**This campaign is all about YOU and where YOU stand ... do you stand with the Pride of WV?**

Sincerely,

Officers and Board of Directors, WVU Alumni Band Inc., 2019-2020