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From: WVU Alumni Band, Inc. Officers, 2020-2021

Date: February 19, 2021

Subject: State of the Practice Field Address (A fireside chat with your officers) and Upcoming Day of Giving Information

We are writing to give you an update on the campaign to fundraise for the Pride Practice Facility and Field Project, and we have some good news to share with you!

As you know, your Alumni Band has been helping to raise money for a new state of the art practice facility and field for the Pride of West Virginia. The construction will be completed in three phases:

1. Turf Field;
2. Storage Building;
3. Covered Pavilion.

The band has provided all of us with lifelong friendships and memories. It is time for us to give back and provide a permanent home for the future generations of band kids experiencing what we once did, because who cares about the band as much as WE do?

We have agreed to partner with the College of Creative Arts Dean, Keith Jackson, and Development Director, Jennifer Jordan, to make this project a success. Through our partnership with the College, approximately \$650,000 has been raised supporting the facility to date.

The good news we are thrilled to share with you is that the College of Creative Arts has been awarded a “matching grant,” up to \$250,000, from the Maier Foundation for the upcoming WVU Day of Giving on March 3. You read that right: donations in support of the Pride Practice Facility and Field Project will be matched dollar for dollar on March 3!

This is a tremendous opportunity for us! We are closing in on raising the \$1 million required to hold a groundbreaking at Homecoming this fall. This would be amazing for both band students and alumni alike. In a year when the student band experience has been anything but normal due to COVID, we can collectively give our band this gift.

You have some options to consider, as we approach March 3:

1. **Become a WVU Day of Giving Ambassador:** As an ambassador, you will be equipped with tools to share your WVU passion within your social network and track the impact you're making during the WVU Day of Giving. You help create excitement about WVU Day of Giving before and during the campaign. Here's how it works:

- Sign up to be an ambassador by registering at dayofgiving.wvu.edu – There is an Ambassador tab at the top of the page.

- Once registered, you will have access to social media graphics and example language for social media posts.
- A personalized URL to share on Facebook, Twitter, and Instagram (or wherever else you want to) to encourage your friends and family to participate. You will get to see your direct impact on the day!
- The top five registered ambassadors who inspire the most gifts through their unique URL will receive a WVU swag box.

2. **Recurring Gifts:** On the Day of Giving site, a donor can select to make a recurring gift (for example, you can schedule a donation every two weeks for the next year). Recurring donations made on the Day of Giving count for a year's total (or the total for whatever the designated duration is). **The entire recurring gift amount will be eligible to be matched!**

3. **Major Gifts and Planned Gifts:** If any Alumni Band members have been considering making a Major Gift or Planned Gift towards the Pride Practice Facility, they could do so on the Day of Giving and **it will count for the day**. You can set up pledge payments for the Major Gift, but the entire gift amount will count towards the day! Pledge payments could also be set up for gifts that are not quite at the major gift level, however, the full gift amount would be counted towards the day. For instance, if you're interested in making a \$25,000 gift toward the facility, it could be paid over 5 years in \$5,000 payments with the entire gift being counted towards Day of Giving...and then matched!

We are sure you all remember back when you started in junior high band and had to go from door-to-door selling something or had car washes or rock-a-thons or...you get the drift. Things really never change even on the collegiate level. We have learned this to be true with all universities, not just ours. Every uniform and most band travel are paid for by donors like yourselves. This field will be a lasting tribute to our commitment and love for the Pride of West Virginia.

We didn't have a "home" when we were in band, but we can give one to future generations of the marching band. Please consider asking friends and family to participate in the Day of Giving to ensure we take advantage of the very generous match being provided – and remember, YOU also need to give generously yourselves.

In closing, we'd like to paraphrase the late President Kennedy who said "Ask not what your band can do for you, but what can you do for your band." **Now is the time... Let's Go Mountaineers!!**

Thank you!

2020-2021 WVU Alumni Band, Inc. Officers