


Scholarship Match Campaign
Direct Mail

Establish the
DINBOKOWITZ SCHOLARSHIP
UNIVERSITY OF DELAWARE



Your exclusive offer to create a named scholarship at UD
DETAILS INSIDE

“When it comes to life-changing impact, it's hard to imagine a more meaningful investment than a scholarship. Your support can open the door to a world-class education and profoundly alter the course of a student's life.”

— José-Luis Riera
Vice President for Student Life

OPPORTUNITY STARTS HERE

Scholarships are both a lifeline and an investment. By giving to a student's education, you create a legacy that extends far beyond campus.
Your generosity opens doors that change students' lives forever.

\$2.5K per year for 4 years = your \$10K commitment + **1:1** match every year your gift is received = **\$20K** that will change a student's life

For a limited time, when you commit \$10,000 or more to establish a named scholarship, your gift will be matched 1:1, for a total impact of \$20,000 (or more).

A named scholarship can be created with a total gift commitment of \$20,000 or more. As a current-use fund, it provides vital aid to UD students beginning the year it's established.



udel.edu/giving/myscholarship

Dear Jennifer,

Greetings from UD! I am excited to be writing to you today about the opportunity to create the **McMenemy Scholarship**.

Every student deserves access to a transformative education. For many, this begins with a scholarship. With the launch of our UD Scholarship Match this spring, your gift of \$10,000 over the next 4 years will name a scholarship for you or your family.

The McMenemy Scholarship is an investment that will alter the course of students' lives. From classrooms, laboratories and libraries to hospitals, boardrooms and art galleries, our students carry the University with them. But wherever they go, it starts here, with your support. Together, we can bring these possibilities within reach for a new generation of deserving Blue Hen students.

I hope you will consider this exclusive opportunity to invest in the future of our students.

Sincerely,



James W. Dicker
Vice President, Development and Alumni Relations

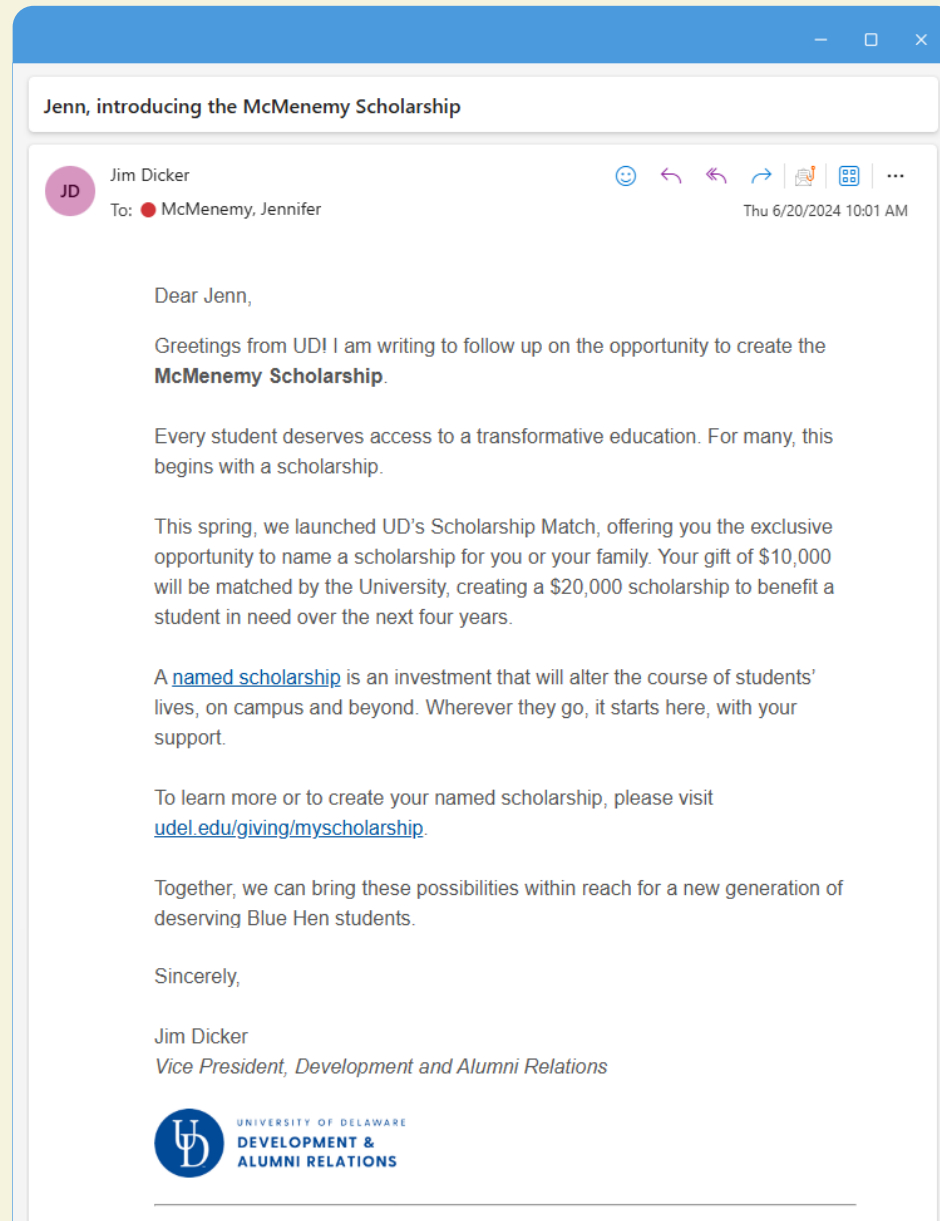
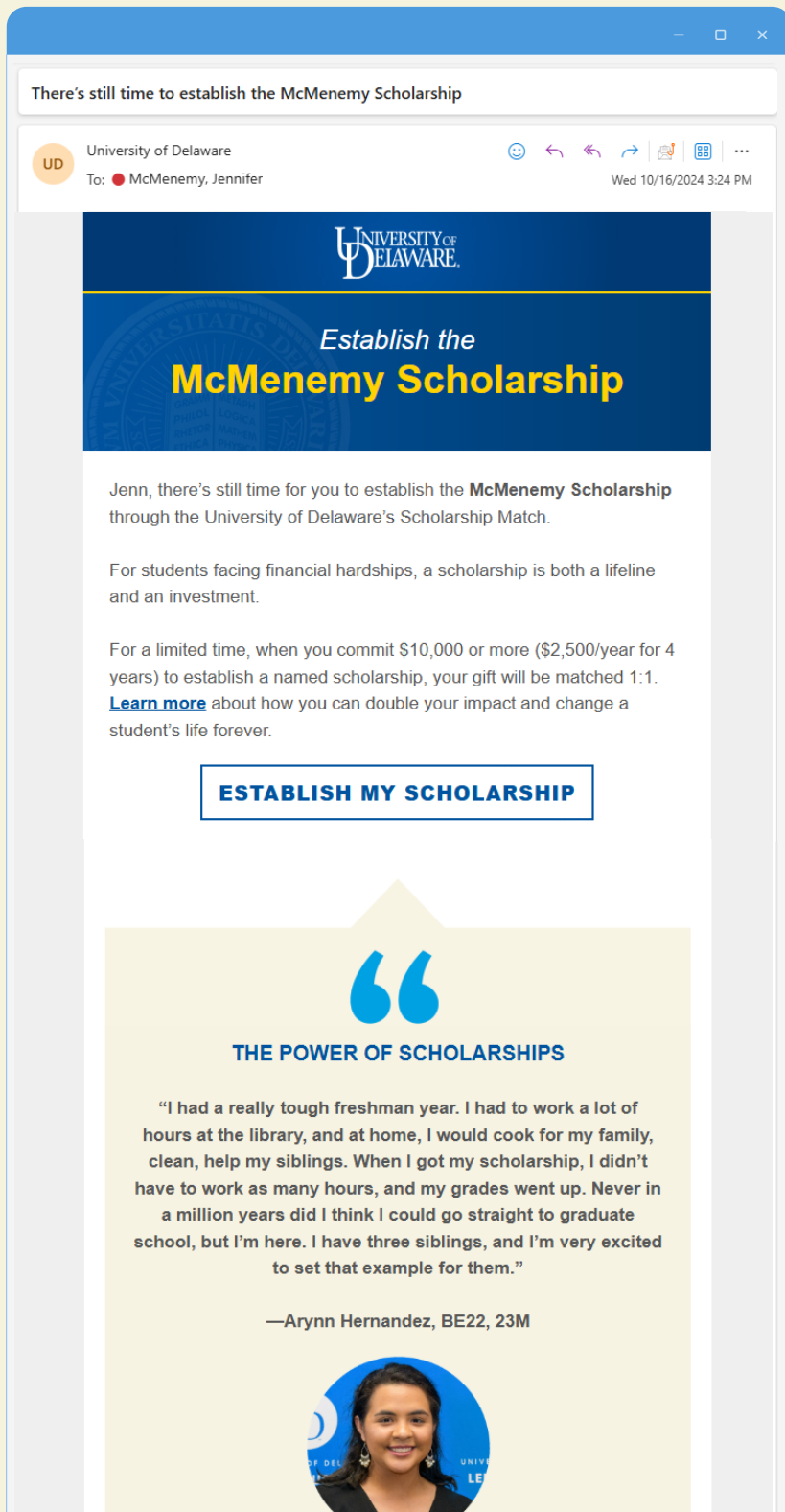


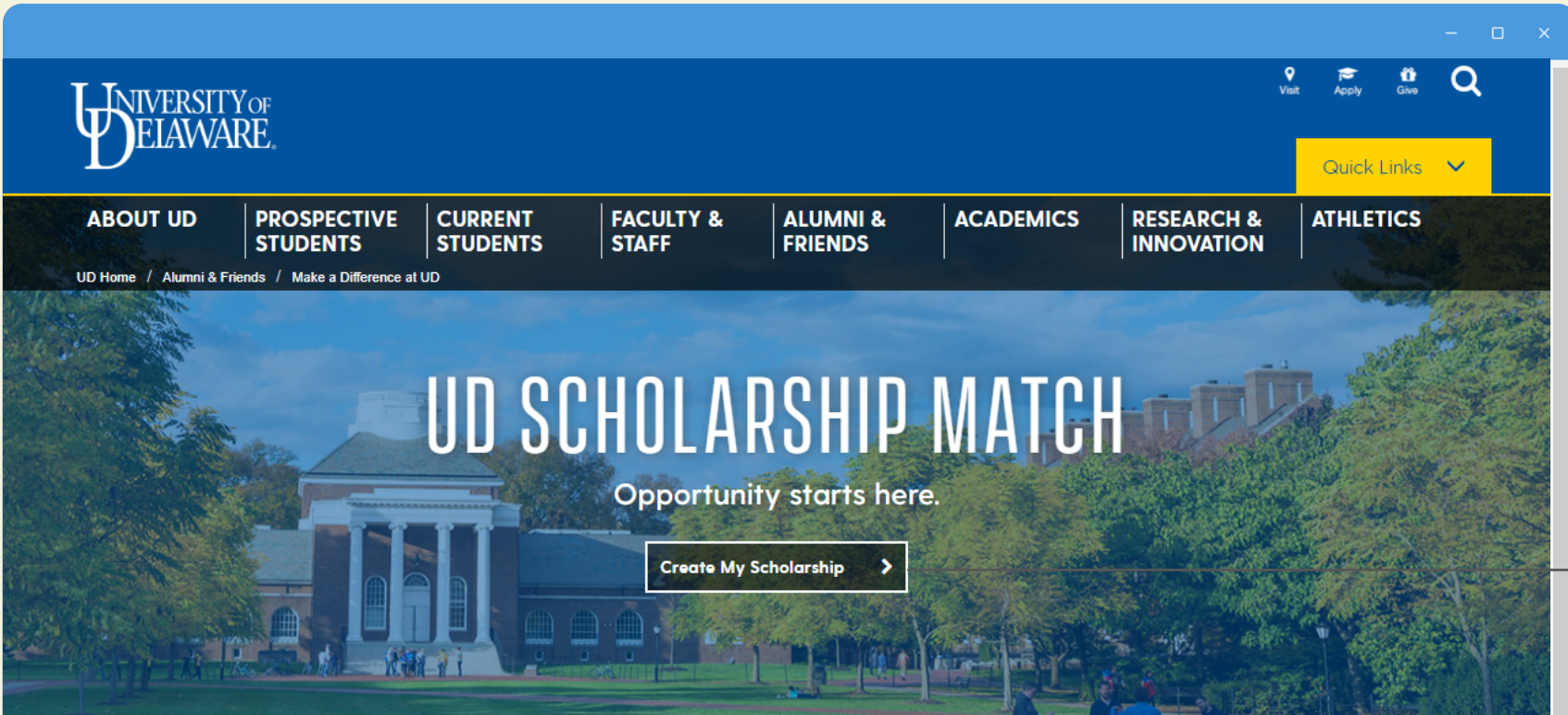
“I had a really tough freshman year. I had to work a lot of hours at the library, and going home after all that, I would cook for my family, clean, help my siblings. When I got my scholarship, I didn't have to work as many hours which allowed me to spend more time on my school work, and my grades went up. Never in a million years did I think I could go straight to graduate school, but I'm here. I have three siblings, and I'm very excited to set that example for them, because I owe it to them.”

Arynn is a scholarship recipient who benefited greatly from the support of others.

—Arynn Hernandez, BE22, 23M

Scholarship Match Campaign Email Marketing





CTA to AIQ giving form

Thank you for taking this important step toward establishing a named scholarship fund!

By investing in our Blue Hens' success, you create a legacy that extends far beyond campus. Your generosity opens doors that change students' lives forever. A named scholarship can be created with a total gift commitment of \$10,000 or more, pledged over four years or fewer. For a limited time, this \$10,000 commitment will receive a 1:1 matching contribution through the University of Delaware's Scholarship Match.

To [complete your gift online](#) and establish your scholarship, please follow the steps outlined below.

If you have any questions, please [check out our FAQ](#)



CREATING YOUR SCHOLARSHIP

Step 1: Open this secure [giving form](#).

Step 2: Confirm your gift amount.*

*Minimum \$10,000. Through UD's Scholarship Match program, your gift will receive a 1:1 matching contribution from the University (e.g. \$10,000 gift + \$10,000 match = \$20,000 distributed to students from your named fund).

Step 3: Select a payment schedule.

*Gifts of \$10,000 or more can be paid in annual installments over four years or fewer. Each installment will be matched by the University on the date it is processed.

Step 4: Create a name for your scholarship fund.

*Example: "The Smith Family Scholarship" or "The Sloan Memorial Scholarship"

Step 5: Enter your contact information.

Step 6: Enter your billing address (if different from contact info) and credit card details.

Step 7: Complete your transaction through the "Pay Now" button.

*Your first payment will be charged today. If you selected an installment schedule for future payments, additional charges will be processed annually.

[CREATE MY SCHOLARSHIP >](#)

THANK YOU FOR YOUR GENEROSITY!



About Your Named Scholarship Fund

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As a current-use scholarship, your fund will provide immediate support to students in need. It will be disbursed over a limited period depending on the length of your commitment, with a minimum of four years. With no need to wait for endowment income, these funds create tangible opportunities for students in the academic year after they're established, and they can be sustained in future years through additional contributions. And with an option to name your scholarship after yourself, your family, or a loved one, you'll create meaningful, personal connections with the students you've supported.

SCHOLARSHIP MATCH FAQ

Is my scholarship gift tax deductible?	+
Is my named scholarship fund permanent?	+
Where can I find more information on UD's Scholarship Match program?	+
How can I better understand the impact my gift will have on UD students?	+

"For folks contemplating a scholarship, I would say, the future is now... Pick up the phone tomorrow and figure out what you're passionate about. The university does a wonderful job of helping to bring your passion to life."

—Donna Fontana, BE85
Fontana Family Education Scholarship

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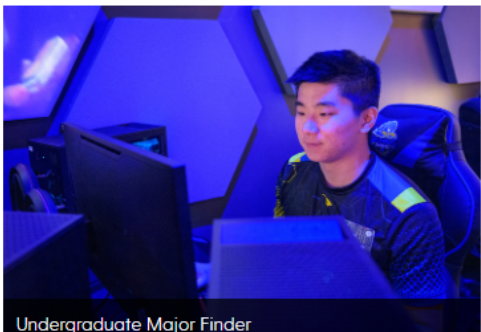
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[Your Gift](#) - [About You](#) - [Payment](#) - [Thank You](#)

Opportunity Starts Here: Establish Your Named Scholarship Today

Scholarships are both a lifeline and an investment. By giving to a student's education, you create a legacy that extends far beyond campus. Your generosity opens doors that change students' lives forever.

I would like to give \$10000 Other

to My Scholarship Fund

[» Continue](#)

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Instructions:

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**Gifts of \$10,000 or more can be paid in annual installments over four years or fewer. Each installment will be matched by the University on the date it is processed.*

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UNIVERSITY OF DELAWARE
DEVELOPMENT &
ALUMNI RELATIONS



Your Gift - About You - Payment - Thank You

My Scholarship Fund

\$ 10,000.00

I would like to
+ Add Another Gift

installments

yearly

Your first payment will be charged today.
Future payments charged on the **15th** of the month.

Payment Schedule

Yearly	Total
\$ 2500	\$ 10000

New Scholarship Name

McMenemy Family Scholarship

Continue

[Start Over](#)

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Scholarship Match Campaign

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