



# ALMA COLLEGE

## Sample Email Messages

*The sample email and social media messages below can be copied, pasted and personalized. You are also invited to craft your own personal message to your classmates and other Alma alumni.*

### General Awareness Email

**Subject Line:** Are you All In for Alma, Class of XXXX/department/team!

Hello <Name> or <Class of XXX>

Alma Day is March 13, 2025! Please join me in making a gift and celebrate the incredible impact our community can make when we unite for a common cause. Each gift makes a difference and I will personally be offering a match (share your matching gift details here) to everyone in the Class of XXXX/department/team.

For nearly every graduate, scholarships and financial aid helped make Alma's transformational education possible. This Alma Day, let's be All In and make a gift to help support scholarships and financial aid, faculty resources and Alma's highest priorities.

If you have any questions, please reach out to me personally or call the Alma College Advancement Office at 800.291.1312.

### Day of Emails

#### Announcement

**Subject Line:** Today is Alma Day!

Hello <Name>or<Class of XXX>

Alma Day is finally here and your support means more than ever! This is our opportunity to give back to current students by contributing to brighter opportunities beyond the classroom.

Whether it was that life-changing study abroad trip, that mind-expanding guest lecture, or those unforgettable nights at Joe's, so much of our college experience happened in and outside of lectures and labs. Now it's our turn to pay it forward!

Check your email and social media for matches or challenges to increase the impact of your gift. In addition, I am also personally offering a match of (share your matching gift details here) to



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everyone in the Class of XXXX/team/department. That means double the impact for amplifying those vital experiences.

Make your gift before midnight (at your personal GiveCampus link to the giving page) to put to good use those matches and challenges—and bolster an incredible student experience, just like we had. Every contribution helps!

Go Scots!

## Reminder to Give

**Subject Line:** Today is Alma Day—double your impact!

Hello <Name>or<Class of XXX>

Let's keep up the energy and be All In for Alma!

If you haven't already, now is the time to make your gift and double your impact with incredible matches and challenges. In addition, I am personally offering a match of (share your matching gift details here) to everyone in the Class of XXXX/team/department.

Your support elevates the full Alma College experience by funding amazing activities and opportunities both in and outside the classroom—just like that life-changing study abroad trip or those unforgettable campus events (please personalize) that we loved.

Every dollar goes twice as far thanks to the matches, so don't miss this chance to pay it forward in a major way. If you haven't done so already, please make your gift online (at your personal GiveCampus link to the giving page) before midnight tonight or call the Alma College Advancement office to make your gift before 5 p.m. EST.

Thank you!