

**LETTER A - CAL BAND ALUMNI LETTER**  
(1 FLYBUNT, 2 PAST DONOR, 3 NON-DONOR)

December 8, 2017

Dear <Sal Name Household>,

<VAR FLYBUNT: It's truly been an unforgettable year! It is because of Cal Band alumni like you that we accomplished the goals we set for 2017! Your first gift to Cal Band in <<First Gift Month to Band – Household> <First Gift Year to Band – Household>> along with gifts from alumni and friends like you made it possible for the Cal Band to serve the campus community in over 165 performances. Thank you for your generosity.

As proud Cal Band alumni we know you value the experience of attending UC Berkeley and being part of the Cal Band. You know firsthand that gifts from alumni like you play an integral role in continuing the university's lasting excellence, and that extends to our Cal Band. You can take great pride in knowing that you along with countless Cal Band alumni have brought the Cal spirit both on campus and in the community.

And that's why we are inviting you to **renew your support today with a gift to the Cal Band. Your generosity will give our band and its members the resources they need to succeed.>**

<VAR PAST DONOR: It's truly been an unforgettable year! It is because of Cal Band alumni like you that we accomplished the goals we set for 2017! **Your support in <Most Recent Gift Date to Band – print Month and Year only>** made it possible for the Cal Band to serve the campus community in over 165 performances. Thank you for your generosity. Your gifts and enthusiastic response from alumni and friends like you to our crowdfunding appeals have allowed us to upgrade our facilities and improve the environment for our members.

As proud Cal Band alumni we know you value the experience of attending UC Berkeley and being part of the Cal Band. You know firsthand that gifts from alumni like you play an integral role in continuing the university's lasting excellence, and that extends to our Cal Band. You can take great pride in knowing that you along with countless Cal Band alumni have brought the Cal spirit both on campus and in the community.

And that's why we are inviting you to **renew your support today with a gift to the Cal Band. Your generosity will give our band and its members the resources they need to succeed.>**

<VAR NON-DONOR: It's truly been an unforgettable year! It is because of Cal Band alumni like you, that we accomplished the goals we set for 2017! Your support will make it possible for the Cal Band to serve the campus community in over 165 performances annually.

As proud Cal Band alumni we know you value the experience of attending UC Berkeley and being part of the Cal Band. You know firsthand that gifts from alumni like you play an integral

role in continuing the university's lasting excellence, and that extends to our Cal Band. You can take great pride in knowing that you along with countless Cal Band alumni have brought the Cal spirit both on campus and in the community.

And that's why we are inviting you to **consider supporting the Cal Band with a gift today. Your generosity will give our band and its members the resources they need to succeed.>**

We may not have attended another Super Bowl or gone to Asia last year, but we did something that was truly memorable for each of our band members. Through generous contributions from <VAR FLYBUNT or PAST DONORS: donors like you> < VAR NON-DONOR: alumni and friends like you>, we were able to realize our dream of taking the entire marching band to support our California Golden Bears against the University of Washington.

We had the amazing opportunity of spreading our Cal spirit in Washington as we marched our traditional pregame show. For the first time in decades, the Husky and Cal Band joined for a light hearted and grand performance with over 400 members on the field that truly wowed the crowd. On the day after Thanksgiving, we brought our Cal spirit to Los Angeles for an unforgettable game against UCLA. But all of this doesn't happen overnight. The band works tirelessly to get to the level of excellence it continues to uphold.

Our season started in August with our Fall Training Program, as new members were taught the Cal Band's unique marching techniques and Oldmen were brought in to refine them. Our current organization is made up of 240 spirited bandmen who always put their best foot forward.

As our membership increases, so do the needs of the band. Annual expenses such as travel, meals, uniform maintenance, instrument repairs, and equipment purchases continue to rise. The demands of the band are also greater than ever, as we receive requests to perform year-round for campus, community, and athletic events.

You can support the Pride of California through several exciting opportunities this year:

- Gifts to the new uniform fund will help us purchase new uniforms to replace current uniforms that are over 10 years old. Established by the 1965 Cal Band American Tour Alumni in October of 2015, the new uniform fund has a fundraising goal of \$250,000.
- A donation to our endowment fund is a gift that keeps on giving. The yield from this fund is used to help defer our annual operating costs of over \$600,000.
- Contributions to our scholarship program always make a meaningful difference in the lives of our members, who would otherwise be unable to participate in band without this assistance.

<VAR FLYBUNT: We thank you for your past generosity. **We hope you continue to support our band and its members by renewing your gift today.>**

<VAR PAST DONOR: We thank you for your past generosity. **We hope you continue to support our band and its members by renewing your gift today.**>

<VAR NON-DONOR: Your generosity supports a 240-member organization that embodies the essence of Cal Spirit and dedicated services to the University. **Please consider supporting our band and its members by making a gift today.**>

Best wishes for a happy and healthy holiday season from all of us.

(insert signature)  
Jasmine Hernandez  
Senior Manager

(insert signature)  
Dr. Robert Calónico  
Director

<VAR FLYBUNT: P.S. By **renewing your gift to the Cal Band**, you are supporting the 240-member organization that embodies the essence of Cal Spirit and dedicated service to the University.>

<VAR PAST DONOR: P.S. By **renewing your gift to the Cal Band**, you are supporting the 240-member organization that embodies the essence of Cal Spirit and dedicated service to the University.>

<VAR NON-DONOR: P.S. Please help our band and its members reach their full potential by **making a gift to the Cal Band today.**>

KEY

Donor Status:

FLYBUNT – 1<sup>st</sup> time donor to Cal Band in FY16

PAST DONOR – donor to Cal Band in last 7 years except FY16

NON-DONOR – never giver

Donor to Cal Band = donor to any of the 4 Cal Band funds

temp_appeal_code	Comment	letter	variable
1	Cal Band Alum - FLYBUNT	A - CAL BAND ALUMNI LETTER	VAR FLYBUNT
2	Cal Band Alum - Donor to Cal Band	A - CAL BAND ALUMNI LETTER	VAR PAST DONOR
3	Cal Band Alum - Non-Donor to Cal Band	A - CAL BAND ALUMNI LETTER	VAR NON-DONOR
4	Parent of Current Cal Band Member - FLYBUNT	B - CAL BAND CURRENT PARENT LETTER	VAR FLYBUNT
5	Parent of Current Cal Band Member - Donor to Cal Band	B - CAL BAND CURRENT PARENT LETTER	VAR PAST DONOR
6	Parent of Current Cal Band Member - Non-Donor to Cal Band	B - CAL BAND CURRENT PARENT LETTER	VAR NON-DONOR
7	Donor to Cal Band - FLYBUNT	C - CAL BAND DONOR LETTER	VAR FLYBUNT
8	Donor to Cal Band - Lybunt and Sybunt last 7 years	C - CAL BAND DONOR LETTER	VAR PAST DONOR
9	Donor to Athletics, Lybunt \$100+, Bay Area	D - CAL SPIRIT OR CAL ATH DONOR LETTER	VAR NON-DONOR
10	Donor to Cal Spirit - Lybunt and Sybunt last 7 years	D - CAL SPIRIT OR CAL ATH DONOR LETTER	VAR NON-DONOR