



# CHAPMAN UNIVERSITY

**Project:** Chapman University Fundraising Mailer

**Assignment:** Write two versions of copy for this tri-fold mailer, both of which incorporate the vision of the university.

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## OPTION 1

### FRONT COVER

CHAPMANFUND [LOGO]

Contributing to a world-class institution

[PHOTOS — students, faculty, facilities]

### BACK COVER

*"Chapman University is on a remarkable upward trajectory. Your support makes that trajectory possible."*

Jim Doti, President  
Chapman University

CHAPMANFUND [LOGO]

One University Drive  
Orange, CA 92866  
714.628.2834  
[www.chapman.edu/giving](http://www.chapman.edu/giving)

### RIGHT FLAP

#### **Building Prestige**

Over the past decade and a half, Chapman University's prominence has grown exponentially. We've created new schools and colleges. We've attracted world-renowned faculty members. Year after year, we've ascended ever higher in the national rankings of top universities and attracted an ever higher caliber of student.

Our **vision at Chapman** is to create a preeminent university engaged in distinguished liberal arts and professional programs that are interconnected and that reach beyond the boundaries of the classroom. We are well on our way toward achieving that vision.

## INSIDE CENTER (POCKET)

### **Fostering a world-class institute of higher learning transcends a basic operating budget.**

We need supplementary funds to build the new structures, which house the new initiatives, which attract the best students and esteemed faculty. For Chapman University to continue its ascent, we need your help.

#### **Support the CHAPMANFUND**

## INSIDE RIGHT PANEL

### **Enduring Support**

As an alternative to a one-time gift, please consider a recurring donation **via an Electronic Fund Transfer (EFT). Along with the** convenience of having your contribution automatically transferred from your preferred account, your ongoing support ensures that Chapman University can continue on its course to becoming a world-class institution.

For more information on the various support options, visit [www.chapman.edu/giving](http://www.chapman.edu/giving) or contact us at 714.628.2834.

## **OPTION 2**

### FRONT COVER

#### CHAPMANFUND [LOGO]

##### Header options:

*Shaping the future of humankind  
Influencing the future of humankind  
Impacting the future of our planet*

### BACK COVER

#### CHAPMANFUND [LOGO]

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### RIGHT FLAP

Our **vision at Chapman** is to be a preeminent university engaged in distinguished liberal arts and professional programs that are interconnected, reach beyond the boundaries of the classroom and work toward developing the whole person: the intellectual, social and spiritual dimensions of life.

As we graduate each succeeding class, we send out into the world global citizens, who will revolutionize the way business is conducted... who will fight for justice both inside and outside a courtroom... who will blaze new trails in the arts and sciences. As we invest in our university, we amplify the impact these young people can have on the future of our planet.

### INSIDE CENTER PANEL/POCKET

Just as a butterfly flapping its wings in one area of the world may affect weather conditions elsewhere, so too can your gift produce far-reaching ripples of consequence that positively inspire all of humankind.

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### INSIDE RIGHT PANEL

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