

Digital Marketing Creative Portfolio

Program: Calendar Year End

Overview

To support the CYE Program’s efforts, we will be deploying 3 ad campaigns between November 24 and December 31.

More specifically ...

Campaign	Target Deployment	Messaging
<i>*Giving Tuesday</i>	<i>November 24-28</i>	<i>Participate in #GivingTuesday</i>
Main Ask	December 7-23	Make a year-end gift
Deadline	December 26-31	Beat the 12/31 deadline

** Complete*

We will be using list targeting to build audiences from alumni in your contact pool with email addresses.

Royall will optimize ads throughout the campaign in multiple ways:

- Bidding optimization will maximize reach and conversions.
- Creating adsets by audience allows us to maximize efforts by generation and giving history.
- Testing creative elements can help us maximize response.
 - **Giving Tuesday Test:** n/a
 - **Main Ask Test:** Still Image vs. Video
 - **Deadline Test:** Plain Image vs. Image with Deadline

Main Ask

Target Deployment: December 7-23

Desktop Version



The image shows a Facebook post from the University of Louisiana at Lafayette. At the top left is the university's logo (a fleur-de-lis) and the name "University of Louisiana at Lafayette" with a "Sponsored" tag. To the right is a "Like Page" button. The main text of the post reads: "As you enjoy this festive season, take a moment to make a gift to support our Ragin' Cajuns students, faculty and staff!". Below the text is a photograph of five people (three women and two men) sitting on a brick ledge in front of a large blue sculpture. They are all wearing orange t-shirts. Below the photo, the text says "Make a gift. Share the jol de vivre!". Underneath that is the URL "ULLAFAYETTEFOUNDATION.ORG" and a note "Not affiliated with Facebook". To the right of this text is a "Donate Now" button. At the bottom of the post are icons for "Like", "Comment", and "Share".

Your Page

Message

Image

Headline

Description

Vanity URL + CTA Button

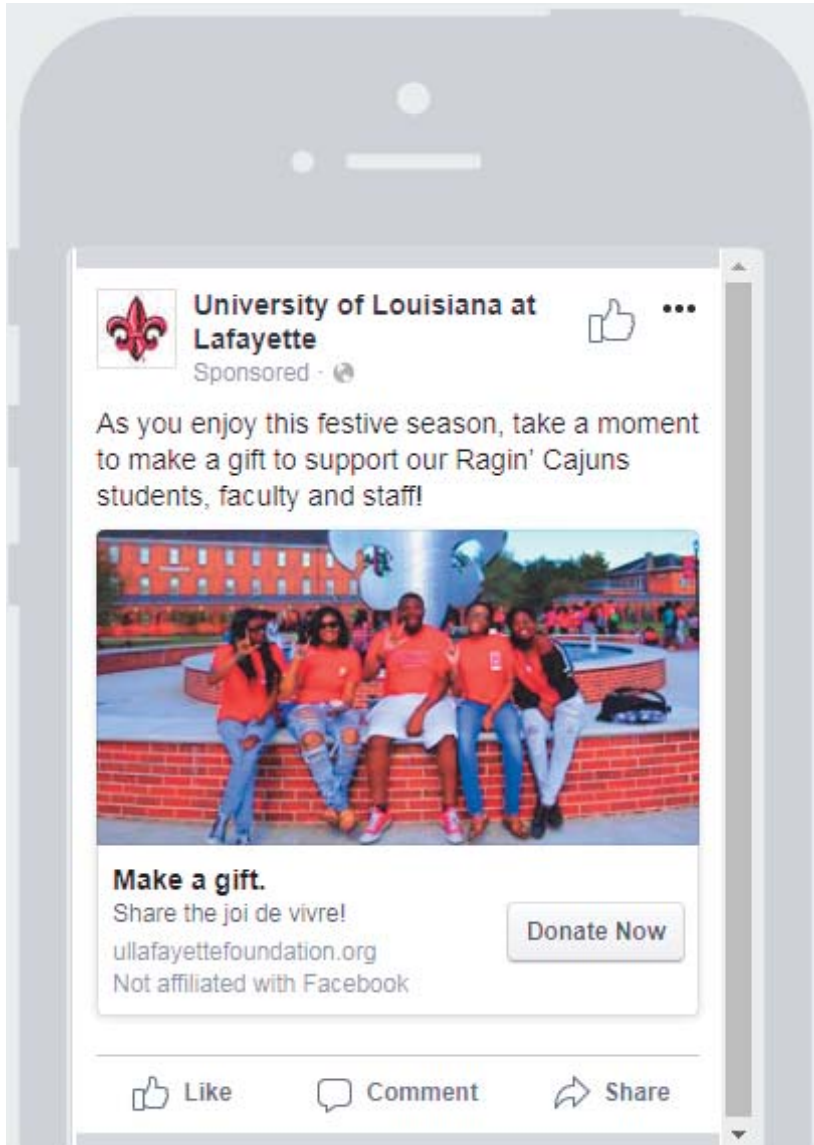
Reactions

Full Link: <https://www.ullafayettefoundation.org/giving>

Main Ask

Target Deployment: December 7-23

Mobile Version



Your Page

Message

Image

Headline

Link Caption + CTA Button

Reactions

Main Ask – Video Test

Target Deployment: December 7-23

Desktop Version

The screenshot shows a Facebook post from the University of Louisiana at Lafayette. At the top left is the university's logo and name, with a 'Sponsored' label. To the right is a 'Like Page' button. Below this is the main text: 'As you enjoy this festive season, take a moment to make a gift to support our Ragin' Cajuns students, faculty and staff!'. A video player follows, showing a woman with blonde hair in a striped shirt speaking, with a large play button in the center. Below the video is the headline 'Make a gift.' and the sub-headline 'Share the joi de vivre!'. The vanity URL 'ULLAFAYETTEFOUNDATION.ORG' and a 'Donate Now' button are positioned to the right. A note at the bottom left states 'Not affiliated with Facebook'. At the very bottom are 'Like', 'Comment', and 'Share' interaction buttons.

Your Page

Message

Image

Headline
Description

Vanity URL + CTA Button

Reactions

Full Link: <https://www.ullafayettefoundation.org/giving>

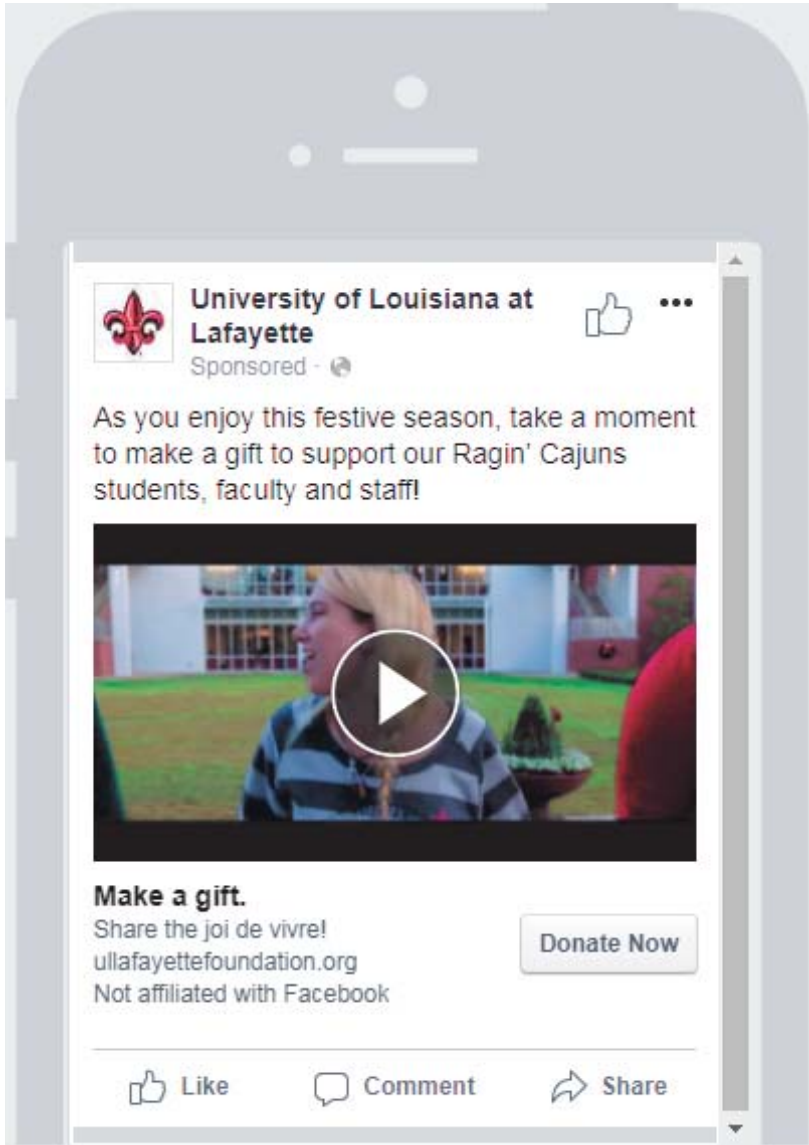
Actual ad video file will be sent as a separate attachment.

Video Source: <https://www.youtube.com/watch?v=CZUnMnVJzCI>

Main Ask – Video Test

Target Deployment: December 7-23

Mobile Version



Your Page

Message

Image

Headline

Link Caption + CTA Button

Reactions

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Tuesday, November 21, 2017 9:52 AM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

Dear Synthia,

The end of the semester is fast approaching, the holidays are almost here and we are officially kicking off the University of Louisiana at Lafayette's [year-end giving campaign!](#)

We need our alumni to stay engaged and support our efforts, and there are lots of ways to make a difference. Here are two of our favorite ways:

The University Annual Fund: support the greatest needs of our students and the University, including interdisciplinary learning initiatives and career readiness programs. [Make a gift.](#)

The Alumni Association Loyalty Fund: support initiatives for alumni, friends and students, including regional events, professional networking opportunities and student success programs. [Make a gift.](#)

Many alumni and friends support the University in several ways. You can select to make a gift to both areas or in other ways, such as a planned gift through a will or bequest.

No matter what you give or how you stay engaged, [your support](#) before December 31 is incredibly critical. We hope to hear from you!

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Tuesday, November 21, 2017 9:52 AM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

Dear Synthia,

The end of the semester is fast approaching, the holidays are almost here and we are officially kicking off the University of Louisiana at Lafayette's [year-end giving campaign!](#)

Please [make a gift to the University Annual Fund today](#) to beat the December 31 deadline. When you do, you will:

- Support the **greatest and most immediate needs** of UL Lafayette's smart, spirited students.
- Help us **maintain our commitment to research for a reason**, so our students, faculty and staff can create positive change in people's lives.
- **Strengthen the student experience** through interdisciplinary learning initiatives and career readiness programs.

When you [give to the University Annual Fund](#), you give UL Lafayette the flexibility to strengthen every area of the University. That's why your year-end gift can make a significant difference for our students.

Thank you for supporting our bold future, Synthia.

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Jennifer LeMeunier, University of Louisiana at Lafayette
<contact@ullafayettegives.org>
Sent: Thursday, December 07, 2017 3:24 PM
To: Reader Bialkowski, Synthia
Subject: Because you've made a difference ...

Synthia, with our [year-end giving campaign](#) in full swing, I am truly thankful for the generous alumni and friends of the University of Louisiana at Lafayette.

Thank you for helping us **bring people together.**

For helping us share what we're learning to **make the world a better place.**

And for helping us teach the real meaning of joie de vivre,
so we all **live life more fully.**

That's why I ask you to [make a Loyalty Fund gift today](#). The Alumni Association makes sure the University you know and love continues to thrive and be a home for all alumni! **Your support will help provide professional networking and engagement opportunities.**

This is an exciting time to be part of our family. Our University is on the rise, thanks to alumni, friends and students like you. Let's climb high together.

With warmest regards,

Jennifer C. LeMeunier '92
Alumni Association Executive Director

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Tuesday, November 28, 2017 9:00 AM
To: Reader Bialkowski, Synthia
Subject: It's #GivingTuesday, y'all!



Synthia, as the world celebrates a day to give back, we encourage you to [participate in #GivingTuesday by making a gift to the University of Louisiana at Lafayette.](#)



Support our rich history



Experience joie de vivre



Strengthen our region



Benefit our community

#GivingTuesday is a great way to embrace our culture, live life to the fullest and support our community.

Participate today! 

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, December 07, 2017 3:24 PM
To: Reader Bialkowski, Synthia
Subject: Why are you thankful, Synthia?

Synthia, our [year-end giving campaign](#) is in full swing, winter break is fast approaching and there are so many reasons I am thankful to be part of the University of Louisiana at Lafayette family:

Because **we bring people together.**

We **share what we're learning** to make the world a better place.

And we teach the **real meaning of joie de vivre,**
so we all live life more fully.

But did you know that in order to preserve this one-of-a-kind legacy, we need the support of our alumni and friends? That's why I write to encourage you to [make a year-end gift](#) before December 31.

You can support UL Lafayette through the [University Annual Fund](#) or the [Loyalty Fund](#) today. Either way, you make our incredible University an even better place and strengthen everything that defines us.

This is an exciting time to be part of our family. Our University is on the rise, thanks to donors like you. **Let's climb high together.**

With warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette Alumni Association <contact@ullafayettegives.org>
Sent: Tuesday, November 21, 2017 9:52 AM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

Dear Synthia,

The end of the semester is fast approaching, the holidays are almost here and we are officially kicking off the University of Louisiana at Lafayette's [year-end giving campaign!](#)

The Alumni Association relies on annual gifts to the Loyalty Fund to provide professional networking and engagement opportunities. That's why we invite you to [make a Loyalty Fund gift before our December 31 deadline.](#)

When you do, you will:

- Support **local and regional events** that connect our University family and the community around us.
- Help us **provide professional networking opportunities** and resources for our 90,000 alumni worldwide.
- **Strengthen student success initiatives** that support the experiences of UL Lafayette students.

Since January of this year, all graduates of the University are now members of the Alumni Association. Though membership dues are no longer required, gifts to the Loyalty Fund ensure we can continue to provide exceptional service to our UL Lafayette family. Please [make your year-end gift](#) today!

Thank you for supporting our bold future, Synthia.

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, December 07, 2017 3:24 PM
To: Reader Bialkowski, Synthia
Subject: Because you've made a difference ...

Synthia, with our [year-end giving campaign](#) in full swing, I am truly thankful for the generous alumni and friends of the University of Louisiana at Lafayette.

Thank you for helping us **bring people together**.

For helping us share what we're learning to **make the world a better place**.

And for helping us teach the real meaning of joie de vivre,
so we all **live life more fully**.

That's why I ask you to [make a year-end gift to the University Annual Fund](#) today. When you do, **you help us strengthen everything that defines us** – the qualities and values that set UL Lafayette apart from all other institutions.

This is an exciting time to be part of our family. Our University is on the rise, thanks to donors like you. Let's climb high together.

With warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, December 14, 2017 11:21 AM
To: Reader Bialkowski, Synthia
Subject: Let it sneaux, let it sneaux, let it sneaux ...



Synthia, the University of Louisiana at Lafayette's annual Sneaux Day is long past, our students are finishing up finals and our campus is getting quiet as winter break approaches.

As we near the end of the year, it's the perfect time to [make a gift to the Alumni Loyalty Fund](#) to support engagement and professional networking opportunities in the year ahead.

Give Today

While no longer requiring membership dues, the Alumni Association relies on [gifts to the Alumni Loyalty Fund](#) to provide opportunities for our alumni community to stay engaged with the University and each other.

You know better than anyone else that we're not your ordinary University. We work hard, play hard and embrace helping others. We're passionate about the possibilities for a better world.

There is no better time to [support this mission](#) than today, before our upcoming December 31 deadline.

Please [make your Alumni Loyalty Fund gift at our secure site.](#)

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, December 14, 2017 11:21 AM
To: Reader Bialkowski, Synthia
Subject: Let it sneaux, let it sneaux, let it sneaux ...



Synthia, the University of Louisiana at Lafayette's annual Sneaux Day is long past, our students are finishing up finals and campus is getting quiet as winter break approaches.

As we near the **December 31** deadline, we want to remind you that this is the perfect time of year to [make a difference](#). **All it takes is a few moments of your time and a gift to the University Annual Fund or the Alumni Loyalty Fund.**

Give Today

You will play a key role in fueling our momentum. We are a university on the rise. We embrace helping others and we're passionate about the possibilities for a better world.

There is no better time to [support this mission](#) than today.

Your gift to the University Annual Fund or Alumni Loyalty Fund will make a difference for our students and for our Ragin' Cajuns community.

Please [make your year-end gift at our secure site](#).

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
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Subject: Let it sneaux, let it sneaux, let it sneaux ...



Synthia, the University of Louisiana at Lafayette's annual Sneaux Day is long past, our students are finishing up finals and campus is getting quiet as winter break approaches.

As we near the **December 31** tax deadline, we want to remind you that this is the perfect time of year to [make a difference](#) for our students, faculty and staff. **All it takes is a few moments of your time and a gift to the University Annual Fund.**

Give Today

You will play a key role in fueling our momentum. We are a university on the rise. We embrace helping others and we're passionate about the possibilities for a better world.

There is no better time to [support this mission](#) than today.

Your gift will benefit our students by providing interdisciplinary learning opportunities and career readiness programming, all of which strengthen the University for the future.

Please [make your year-end gift at our secure site](#).

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

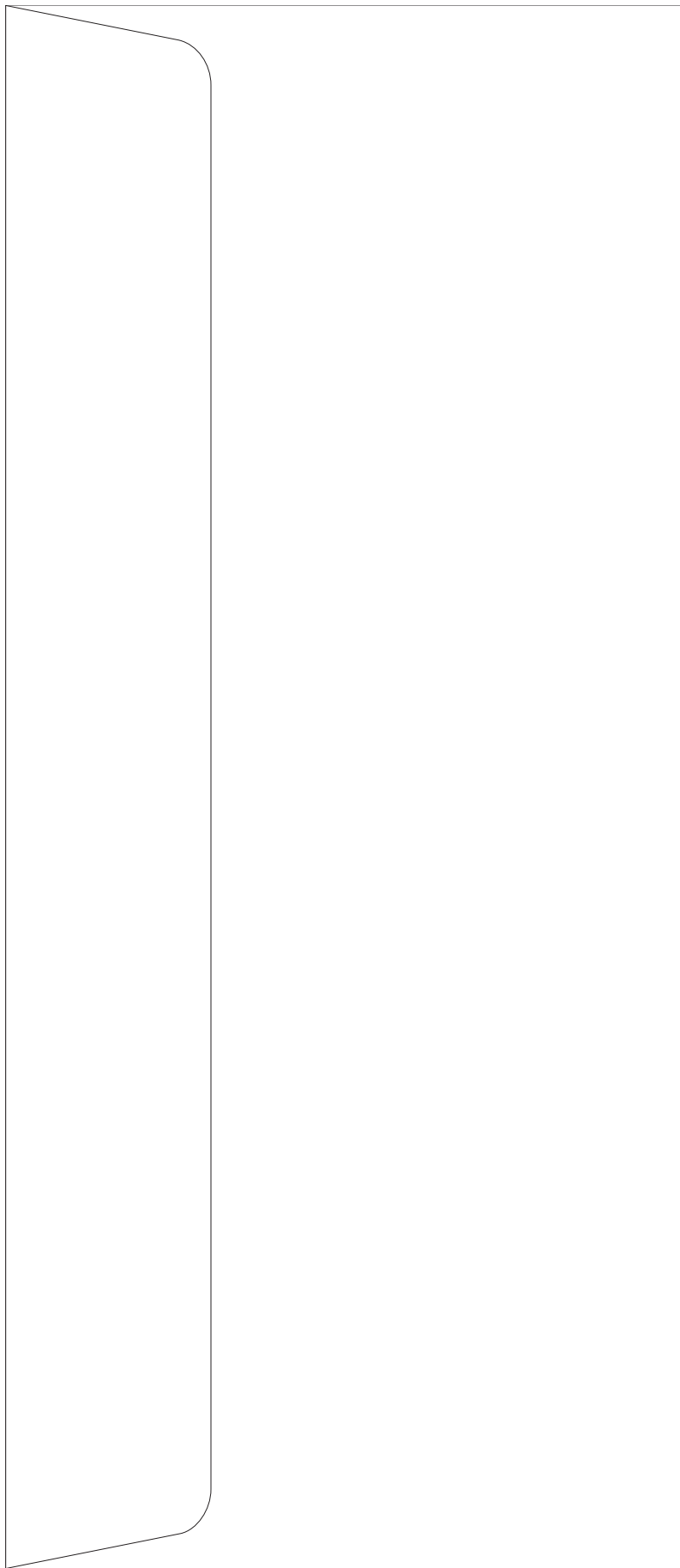
[Unsubscribe](#)



University of Louisiana at Lafayette Foundation
PO BOX 44290
Lafayette, LA 70504-0001



XXXXXNameXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXXXXX
XXXCityStateZIPXXXXXXXX





XXDateXX

XXXXXXNameXXXXXX
XXAddressXXXXXXXX
XXAddressXXXXXXXX
XXAddressXXXXXXXX
XXCityStateZIPXXXXX

Dear XXSalutationXX,

This is truly a time of opportunity and excitement. The University of Louisiana at Lafayette is on the rise, building on a strong foundation and moving forward with confidence.

None of this would be possible without the support of alumni, parents and friends, and that's why I write today. UL Lafayette is kicking off its year-end giving campaign, and I hope you will be among the first to participate.

Please make a gift to the University Annual Fund by December 31 to keep our momentum going! Any gift, of any amount, will make a difference as we create opportunities for our students.

Giving will only take a few moments. Visit ullafayettegives.org/2017/yearend or return the enclosed form with your year-end gift before December 31.

When you give to the University Annual Fund today, you support UL Lafayette's greatest and most immediate needs. Plus, you make a personal investment in our mission and core values:

Helping others: You know better than anyone – our Ragin' Cajun spirit goes well beyond athletics. We're passionate about the possibilities for a better world and we embrace serving others. Your gift does exactly that. You support our students and provide interdisciplinary learning opportunities focused on campus sustainability and career readiness programming that helps students succeed.

Research for a reason: As a research institution committed to student success, we are committed to making discoveries that solve pressing challenges in the world and deliver a positive impact on people's lives.

A perfect example? Dr. Heather Stone. She's partnering with the Smithsonian Institution to preserve the histories, customs and traditions of the residents of Isle de Jean Charles in Terrebonne Parish as they navigate resettlement initiatives. Using extensive research and

(Over, please ...)

multimedia tools, Dr. Stone's students are creating new archival tools and building 3-D oral histories in a "first of its kind" project to preserve the culture of this relocating community.

Taking learning beyond the classroom: As you can see from the example above, our research extends beyond the classroom. Students and faculty help cities and neighborhoods revitalize their communities through programs such as the Community Design Workshop. We've built alternative energy centers that bring together experts in engineering and biology to improve existing technologies in the production of biofuels. And we've made campus sustainability programs a priority for the University Annual Fund.

Each of these areas of excellence *also* fulfills our core value of bringing people together. We celebrate diversity, and we remain committed to preserving Louisiana heritage and Cajun and Creole cultural traditions.

How does your gift to the University Annual Fund support all of this? When you help us meet the greatest needs of our students, you give UL Lafayette the flexibility and resources to strengthen every area of our University. Simply put, you continue our momentum.

Can we count on you this year?

Make your year-end gift to the University Annual Fund today. Return the form in the envelope provided with your gift (make sure it's postmarked by Saturday, December 30) or visit ullafayettegives.org/2017/yearend to make an even more immediate impact.

XXSalutationXX, I am proud to be part of this incredible community. We are smart, spirited and seeking solutions, and there is no place like UL Lafayette. Thank you for supporting us and our bold future.

With best wishes,



Claire St. Romain
Director of Annual Giving

P.S. We'd love to hear from you. Simply give us a call at 337-482-0700 if you have any questions or if you'd like to make a gift by phone.

2017 YEAR-END GIVING CAMPAIGN

YES! I want to help UL Lafayette build on its strong foundation and strengthen the Ragin' Cajuns community. I am making a tax-deductible contribution of:

\$ _____

Please direct my gift to:

- University Annual Fund
 Other: _____

Email Address: _____

XXXXXNameXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXXXXX

- Enclosed is my check payable to the **UL Lafayette Foundation**.
 I am giving with a debit or credit card.
Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

- My gift will include a matching gift from:
Company name: _____
 I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

UL Lafayette Foundation
PO Box 44290
Lafayette, LA 70504

OTHER WAYS TO GIVE

ONLINE: Make an even more immediate impact:
ullafayettegives.org/2017/yearend

BY PHONE: Give us a call at **337-482-0700**.

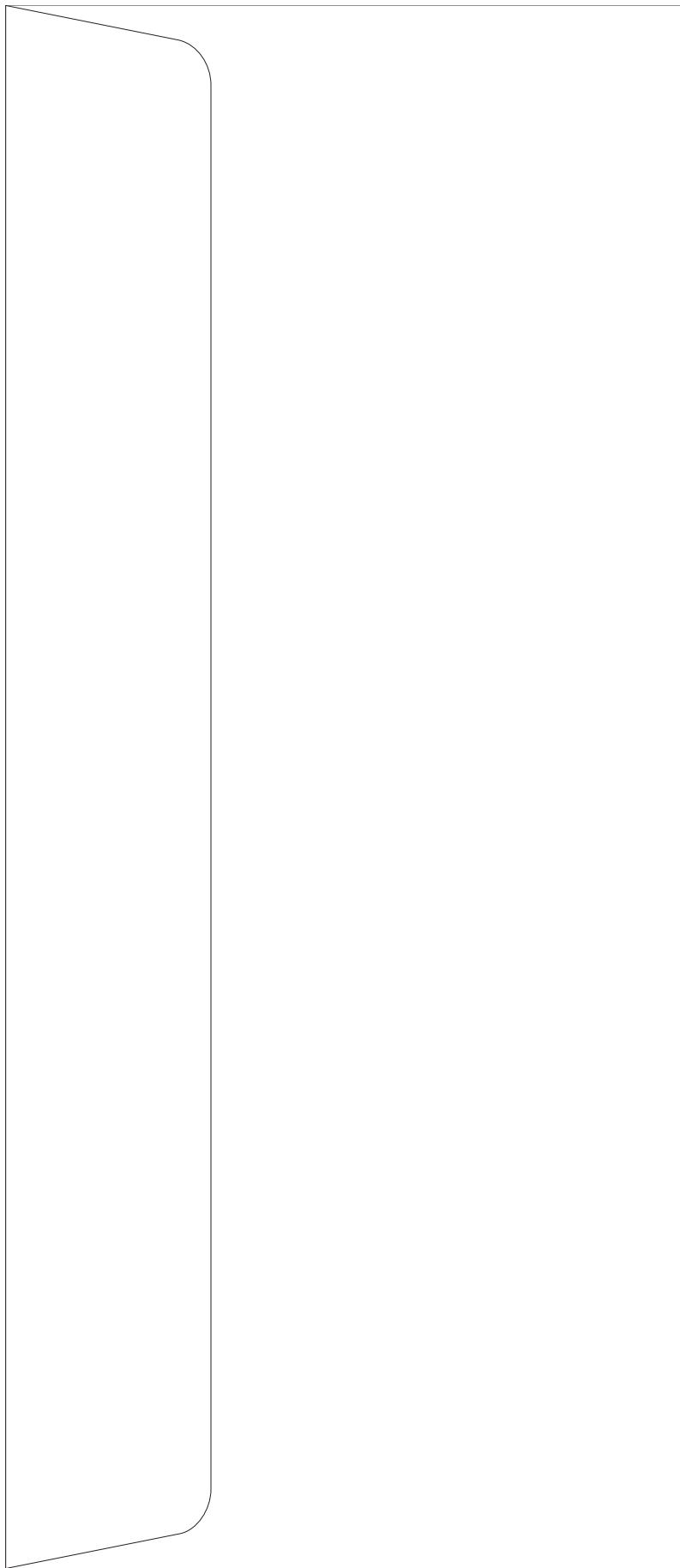




UL LAFAYETTE ALUMNI ASSOCIATION
PO BOX 40151
600 E SAINT MARY BLVD
LAFAYETTE, LA 70504-0151



XXXXXXNameXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXXXXX
XXXCityStateZIPXXXXXXXX





UL LAFAYETTE ALUMNI ASSOCIATION

PO BOX 40151
600 E SAINT MARY BLVD
LAFAYETTE, LA 70504

XXDateXX

XXXXXXNameXXXXXX

XXAddressXXXXXXX

XXAddressXXXXXXX

XXAddressXXXXXXX

XXCityStateZIPXXXXX

Dear XXSalutationXX,

This is truly a time of opportunity and excitement. The University of Louisiana at Lafayette is on the rise, building on a strong foundation and moving forward with confidence.

The friendships and memories you made here are a part of you — and you are a part of UL Lafayette's history. When you stay connected, you help us ensure that your fellow alumni and friends have opportunities to engage with the University. That's why I write today.

UL Lafayette is kicking off its year-end giving campaign, and I want you to be able to show your loyalty and pride by giving to the UL Lafayette Alumni Association. **While no longer requiring membership dues, the Association relies on annual gifts to the Loyalty Fund to provide professional networking and engagement opportunities.**

To participate, simply make a gift to the Loyalty Fund by December 31! Gifts of any amount will make a difference as we support programs for thousands of Ragin' Cajuns, but I hope you can give \$100.

Giving will only take a few moments. Visit ullafayettegives.org/2017/yearend or return the enclosed form with your year-end contribution before December 31.

This is the perfect time to extend your support. Beginning in January of 2017, every graduate of UL Lafayette is a member of the Alumni Association. That's why we ask for your support today.

When you give to the Loyalty Fund, you help us invest in exciting (and important) programs that help our family stay connected and support the current student experience. Here's how you will help us strengthen the ties between our community and the University:

Local and regional events. You support events that inspire our family and the community

(Over, please ...)

around us. Homecoming (we hope you were able to join us earlier this month!), local crawfish boils and chapter events all benefit from your generosity. We want alumni and friends to stay engaged wherever you go — whether that's here in Lafayette or all the way to Alaska.

Professional networking opportunities. As a member of a community more than 90,000 strong, you're in good company. Your support of the Loyalty Fund helps us invest in initiatives that benefit you. This includes opportunities to connect and engage with Ragin' Cajun professionals in your community and around the world and other resources right at your fingertips.

Initiatives to support student success. Whether you give to the Loyalty Fund or you give your time, every gift is an investment in the experience of a UL Lafayette student. With your support, we collaborate with various academic and student affairs offices on campus to fund student initiatives throughout the year. When our students succeed, we all benefit. Our UL Lafayette family grows stronger every year.

There's no place like UL Lafayette, and you make it better. Can we count on your help?

Participate in the year-end giving campaign by making a gift to the Loyalty Fund today. Return the form in the envelope provided (make sure it's postmarked by Saturday, December 30) or visit ullafayettegives.org/2017/yearend to make an even more immediate impact.

XXSalutationXX, I am proud to be part of this smart, spirited community. Thank you for supporting your UL Lafayette family and our bold future.

With Ragin' Cajun pride,



Jennifer C. LeMeunier '92
Alumni Association Executive Director

P.S. We'd love to hear from you. Simply give us a call at 337-482-0700 if you have any questions or if you'd like to make a gift by phone.

2017 YEAR-END GIVING CAMPAIGN

YES! I want to help UL Lafayette build on its strong foundation and strengthen the Ragin' Cajuns community. I am making a gift to the Loyalty Fund of:

\$100 \$250 \$ _____

Email Address: _____

XXXXXNameXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXXXXX

- Enclosed is my check payable to the **UL Lafayette Foundation**.
- I am giving with a debit or credit card.
Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

- My gift will include a matching gift from:
Company name: _____
- I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

UL Lafayette Foundation
PO Box 44290
Lafayette, LA 70504

OTHER WAYS TO GIVE

ONLINE: Make an even more immediate impact:
ullafayettegives.org/2017/yearend

BY PHONE: Give us a call at **337-482-0700**.



Dear XXSalutationXX,

Could there be a more exciting time to be part of the University of Louisiana at Lafayette family? Our University is on the rise, building on a strong foundation and moving forward with confidence.

The friendships and memories you made here are a part of you – and you are a part of the University’s history. That’s why we write today.

UL Lafayette is kicking off its year-end giving campaign, and we want you to join us. To continue our momentum, we need our alumni to stay engaged and support our efforts. There are many ways to make a difference at UL Lafayette, but we want to highlight two ways you can make an immediate impact before our December 31 deadline:

1. **The University Annual Fund** supports the greatest needs of our students and the University. When you make a gift, you support our students and provide interdisciplinary learning initiatives focused on campus sustainability and career readiness programming, all of which give UL Lafayette the flexibility to react to immediate needs and opportunities.

2. **The Alumni Association Loyalty Fund** supports initiatives for alumni, friends and students in our Ragin’ Cajuns family. This includes local and regional events, professional networking opportunities and student success programs. When you stay connected, you help us ensure that your fellow alumni and friends can engage with the University.

To make a year-end gift, visit ullafayettegives.org/2017/yearend. There, you can select how to direct your contribution. Either way, you have our thanks. Any gift you make is an investment in a UL Lafayette student and shows your loyalty and your pride. We look forward to hearing from you.

With Ragin’ Cajun pride!

Jennifer C. LeMeunier ’92
Alumni Association Executive Director

Claire St. Romain
Director of Annual Giving

P.S. Many alumni and friends support the University in several ways, so if you can’t choose, don’t worry. You can select to make a gift to both areas or other ways, such as a planned gift through a will or bequest.

From _____

Address _____

City _____ State _____ ZIP _____

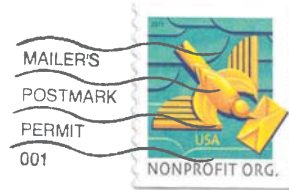
PLACE
STAMP
HERE

UNIVERSITY OF LOUISIANA AT LAFAYETTE
FOUNDATION
705 E. SAINT MARY BLVD
PO BOX 44290
LAFAYETTE LA 70504-0001

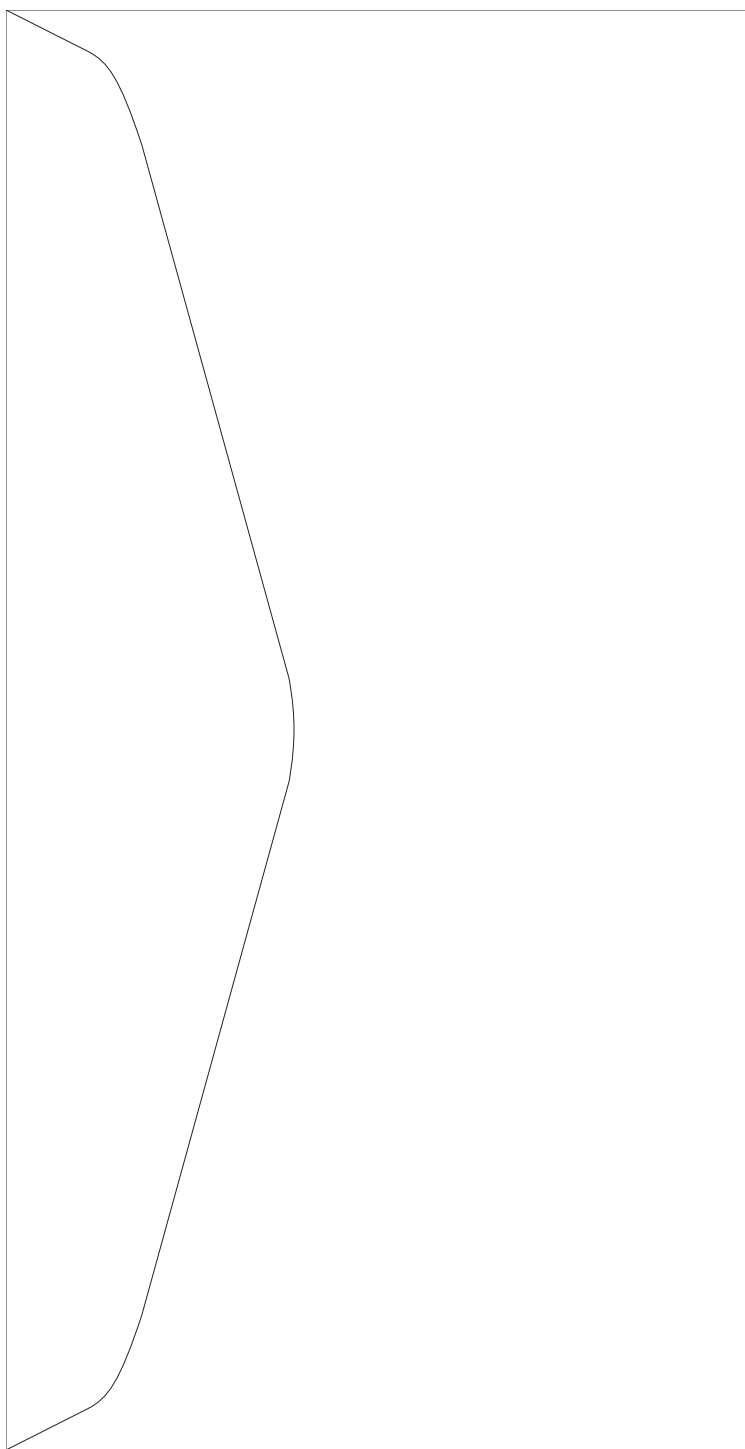




University of Louisiana at Lafayette Foundation
PO BOX 44290
Lafayette, LA 70504-0001



XXXXXXNameXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXX
XXXAddressXXXXXXXXXX
XXXCityStateZIPXXXXXXXX





University of Louisiana at Lafayette Foundation
PO BOX 44290 • Lafayette, LA 70504

XXXXXNameXXXXXXXXXX
XXAddressXXXXXXXX
XXAddressXXXXXXXX
XXAddressXXXXXXXX
XXCityStateZIPXXXXXXXX

XXXDateXXX

Dear XXSalutationXX,

The University of Louisiana at Lafayette's annual Sneaux Day is long past, our students are enjoying winter break and the **December 31** deadline is fast approaching.

I hope you've had the opportunity to make a year-end gift to the University Annual Fund, but if not, here's one more opportunity to make a difference!

Make your gift today using the enclosed reply form and envelope,
or visit our secure site: ullafayettegives.org/2017/yearend.

When you give to the University Annual Fund before December 31, you support UL Lafayette's greatest and most immediate needs in the months ahead.

We are on the rise. We embrace helping others and we're passionate about the possibilities for a better world. **It's why we're recognized as a nationally ranked research university focused on student success.**

Continuing this momentum depends on alumni, friends and parents like you. Your gift today will support our students and provide interdisciplinary learning opportunities focused on campus sustainability and career readiness programming.

Please send your University Annual Fund gift today to help us end 2017 on a high note, and know that you have my sincere appreciation for your generosity.

With best wishes for a happy New Year,

Claire St. Romain
Director of Annual Giving

P.S. If you have already participated in the year-end giving campaign, thank you! Your gift simply crossed paths with this letter. Your generosity is hard at work strengthening the University and making a difference for our students.

2017 YEAR-END GIVING CAMPAIGN

YES! I want to help UL Lafayette build on its strong foundation and strengthen the Ragin' Cajuns community. I am making a tax-deductible contribution of:

\$ _____

Please direct my gift to:

University Annual Fund Other: _____

XXXXXNameXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXXXXX

Email Address: _____

- Enclosed is my check payable to the **UL Lafayette Foundation**.
- I am giving with a debit or credit card.
Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

- My gift will include a matching gift from:

Company Name

- I would like information about including the University in my will or estate plans.

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OTHER WAYS TO GIVE

ONLINE: Make an even more immediate impact:
ullafayettegives.org/2017/yearend

BY PHONE: Give us a call at 337-482-0700.

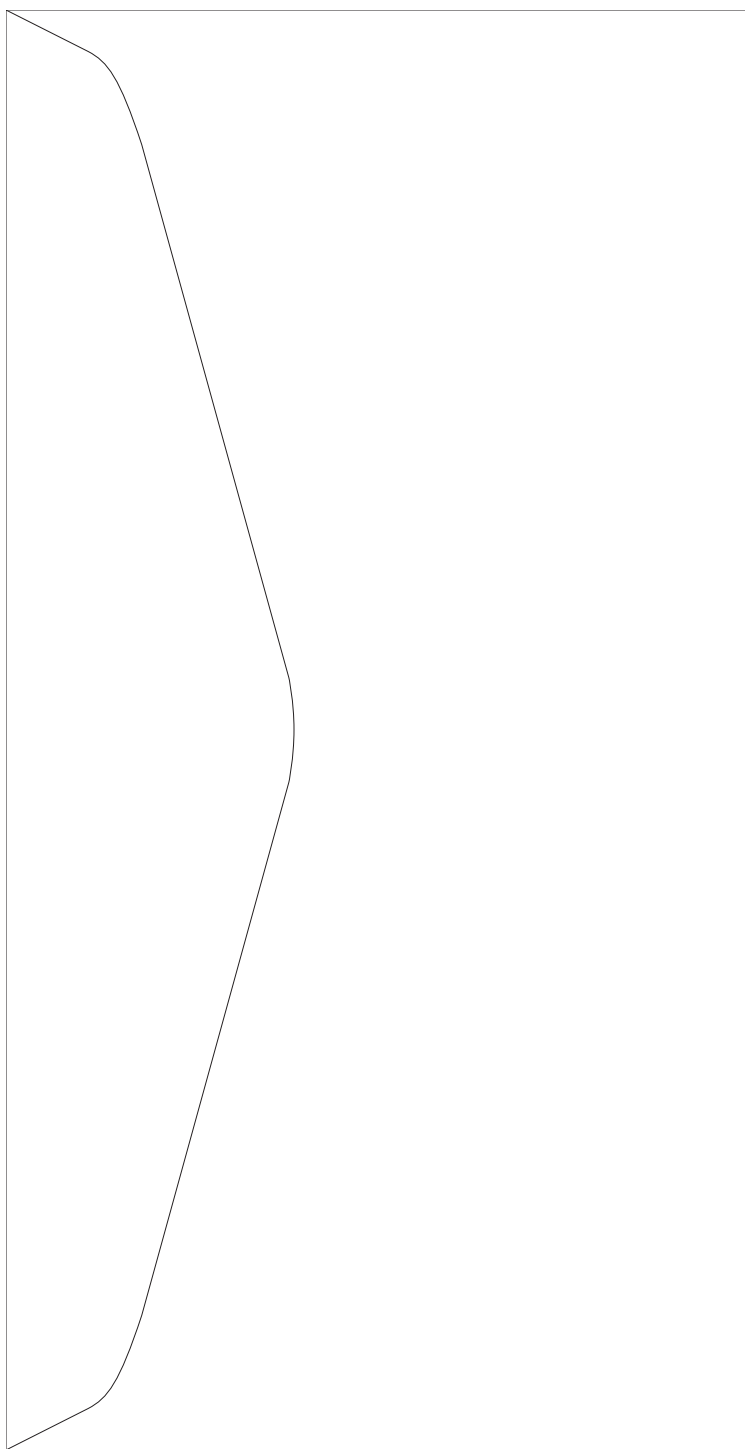




UL LAFAYETTE ALUMNI ASSOCIATION
PO BOX 40151
600 E SAINT MARY BLVD
LAFAYETTE, LA 70504-0151



XXXXXXNameXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXX
XXXAddressXXXXXXXXXX
XXXCityStateZIPXXXXXXXX





UL LAFAYETTE ALUMNI ASSOCIATION

PO BOX 40151
600 E SAINT MARY BLVD
LAFAYETTE, LA 70504

XXXXXXNameXXXXXXXXXX
XXAddressXXXXXXXXXX
XXAddressXXXXXXXXXX
XXAddressXXXXXXXXXX
XXCityStateZIPXXXXXXXX

XXXDateXXX

Dear **XXSalutationXX**,

The University of Louisiana at Lafayette's annual Sneaux Day is long past, our students are enjoying winter break and the **December 31** deadline is fast approaching.

I hope you've had the opportunity to make a year-end gift to the Alumni Association Loyalty Fund, but if not, here's one more opportunity to make a difference!

Make your gift of \$100 or more today using the enclosed reply form and envelope, or visit our secure site: ullafayettegives.org/2017/yearend.

Since January of this year, all graduates of UL Lafayette are now members of the Alumni Association. While no longer requiring membership dues, **the Association relies on annual gifts to the Loyalty Fund to provide professional networking and engagement opportunities.**

Your gift today will help us invest in exciting and important programs that help our family of 90,000 stay connected and engaged. You also enable us to collaborate with various offices on campus to fund student initiatives and enhance the UL Lafayette experience.

Please send your Loyalty Fund gift today to help us end 2017 on a high note, and know that you have my sincere appreciation for your generosity.

With best wishes for a happy New Year,

A handwritten signature in blue ink that reads "Jennifer C. LeMeunier". The signature is written in a cursive style.

Jennifer C. LeMeunier '92
Alumni Association Executive Director

P.S. If you have already participated in the year-end giving campaign, thank you! Your gift simply crossed paths with this letter. Your generosity is hard at work helping us invest in programs for alumni, friends and students.

2017 YEAR-END GIVING CAMPAIGN

YES! I want to help UL Lafayette build on its strong foundation and strengthen the Ragin' Cajuns community.
I am making a gift to the Loyalty Fund of:

- \$100
 \$250
 \$ _____

XXXXXNameXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXXXXX

Email Address: _____

- Enclosed is my check payable to the **UL Lafayette Foundation**.
 I am giving with a debit or credit card.
Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

- My gift will include a matching gift from:

Company Name

- I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

UL Lafayette Foundation
PO Box 44290
Lafayette, LA 70504

OTHER WAYS TO GIVE

ONLINE: Make an even more immediate impact:
ullafayettegives.org/2017/yearend

BY PHONE: Give us a call at **337-482-0700**.



From

Address

City

State

ZIP

PLACE
STAMP
HERE

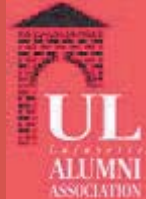
**UNIVERSITY OF LOUISIANA AT LAFAYETTE
FOUNDATION
705 E. SAINT MARY BLVD
PO BOX 44290
LAFAYETTE LA 70504-0001**



2L18-CYE-E006

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, October 05, 2017 9:46 AM
To: Reader Bialkowski, Synthia
Subject: Thank you, Synthia!



Thank you, Synthia!

Each time you support the University of Louisiana at Lafayette, you share your pride with the next generation of Ragin' Cajuns! With a new academic year underway, this is the perfect time to [make a Loyalty Fund gift](#).

Show your Ragin' Cajun spirit.

Give Today

Here are a few ways you help our amazing UL Lafayette community thrive:

You support events for alumni like you.

Whether you live in Alaska or West Louisiana, we want to make sure you stay connected to your UL Lafayette family. Gifts to the [Loyalty Fund](#) help us organize local and regional events to engage more alumni and strengthen your network.

[Give >](#)

You help provide more benefits.

From tailgating to exclusive holiday socials, giving to the [Loyalty Fund](#) helps us provide more benefits for you to enjoy. While every University of Louisiana at Lafayette graduate is part of the Alumni Association, Loyalty Fund gifts secure your spot at premier events.

[Give >](#)

You support student success.

Simply put: We love our alumni. You do so much when you stay engaged with UL Lafayette, including helping our community grow stronger ... and that benefits our students, too!

[Give >](#)

Looking ahead ...

Synthia, this is our time. UL Lafayette is thriving, and our one-of-a-kind community is growing and flourishing. [Show your loyalty](#) today.

Thank you!

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, October 05, 2017 9:45 AM
To: Reader Bialkowski, Synthia
Subject: Catching up with Synthia



Hello, Synthia!

A new academic year is in full swing at the University of Louisiana at Lafayette, and this is the perfect time to reconnect with your alma mater. Take a second to [update your contact information](#) and then explore more ways to stay engaged.

Discover the University Annual Fund.

How does giving back help you stay connected? Lots of ways! First of all, it's a great way to show your Ragin' Cajun spirit. Plus, it strengthens your alma mater by supporting the University's greatest needs and student success initiatives. Win-win!

[Learn More](#)

Explore the Alumni Association Loyalty Fund.

This one is just for you, Synthia. As a graduate, you're automatically part of the Alumni Association. When you support the [Loyalty Fund](#), you help the Alumni Association provide events, benefits and recognition specifically for alumni like yourself.

[Learn More](#)

See your name in lights.

Tell us what you're up to! Ragin' Cajuns check in from all over the world, and we know you've had some great experiences since you graduated. Share your story so we can feature you in our newsletters and on social media.

[Learn More](#)

Looking ahead ...

Synthia, this is our time. UL Lafayette is thriving, and our one-of-a-kind community is growing and flourishing. [Stay connected today.](#)

Thank you!

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

Reader Bialkowski, Synthia

From: University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Thursday, October 05, 2017 9:45 AM
To: Reader Bialkowski, Synthia
Subject: Thank you, Synthia!



Thank you, Synthia!

You have helped the University of Louisiana at Lafayette build on an extraordinary legacy. You know better than anyone – there's no place like UL Lafayette. With a new academic year underway, this is the perfect time to [make a gift to the University Annual Fund](#) and open more doors of opportunity.

Show your Ragin' Cajun spirit.

Give Today

Here are a few ways your next gift ensures that UL Lafayette continues to thrive, bring people together and prepare students to live life fully, deeply and passionately.

You support the University's greatest needs.

Your gift to the [University Annual Fund](#) will ensure that UL Lafayette has the flexibility to answer the immediate needs of our students. For example, last year's donors helped us offer financial assistance to 75 students affected by flooding.

[Give >](#)

You support interdisciplinary learning and sustainability.

Where campus grounds and facilities meet groundbreaking transdisciplinary project-based learning, your generosity helps prepare students to develop innovative solutions to sustainability challenges.

[Give >](#)

You help provide career readiness programming.

Gifts to the University Annual Fund play a key role in making sure our students are ready to hit the ground running after graduation.

[Give >](#)

Looking ahead ...

Synthia, this is our time. UL Lafayette is thriving, and our one-of-a-kind community is growing and flourishing. [Make a gift to help us build on this momentum.](#)

Thank you!

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, October 25, 2017 2:07 PM
To: Reader Bialkowski, Synthia
Subject: Are we reaching Synthia?

Synthia, I'm following up on a recent email from the University of Louisiana at Lafayette and giving you a quick update on how [your gifts to the University Annual Fund](#) can make an impact.

I hope you enjoyed learning more about how you can strengthen UL Lafayette by supporting the University's greatest needs, student success initiatives and interdisciplinary programming that benefits sustainability. That's why I also invite you to [make a gift to the University Annual Fund today](#).

Your gift now, early in the academic year, will help us create more opportunities in the semester ahead.

You know better than anyone that a new year at UL Lafayette is a cause for celebration. Show your Ragin' Cajun spirit by [making a gift today](#).

With thanks,

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, October 25, 2017 2:07 PM
To: Reader Bialkowski, Synthia
Subject: Are we reaching Synthia?

Synthia, I'm following up on a recent email from the University of Louisiana at Lafayette and inviting you to reconnect with your alma mater today.

I hope you had a chance to explore the many opportunities you have to stay engaged with UL Lafayette. In case you missed it, here are just a few ways you can get involved:

[The Alumni Association](#)
[The University Annual Fund](#)
[Showing Your Pride](#)

It's always good to be in touch with you, Synthia. Please let me know if you have any questions!

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Jennifer C. LeMeunier, University of Louisiana at Lafayette
<contact@ullafayettegives.org>
Sent: Wednesday, October 25, 2017 2:07 PM
To: Reader Bialkowski, Synthia
Subject: Are we reaching Synthia?

Synthia, I'm following up on a recent email from the University of Louisiana at Lafayette and giving you a quick update on the Alumni Association Loyalty Fund.

I hope you enjoyed learning more about how [contributions to the Loyalty Fund](#) strengthen the UL Lafayette community. From chapter events to benefits that keep you engaged, every gift you make shows your loyalty and pride.

That's why I also invite you to [make a gift to the Loyalty Fund](#).

Your gift now, early in the academic year, will strengthen our community for another exciting year ahead. You know better than anyone that a new year is cause for celebration. So [make your gift](#) and show your pride today!

With thanks,

Jennifer C. LeMeunier '92
Alumni Association Executive Director

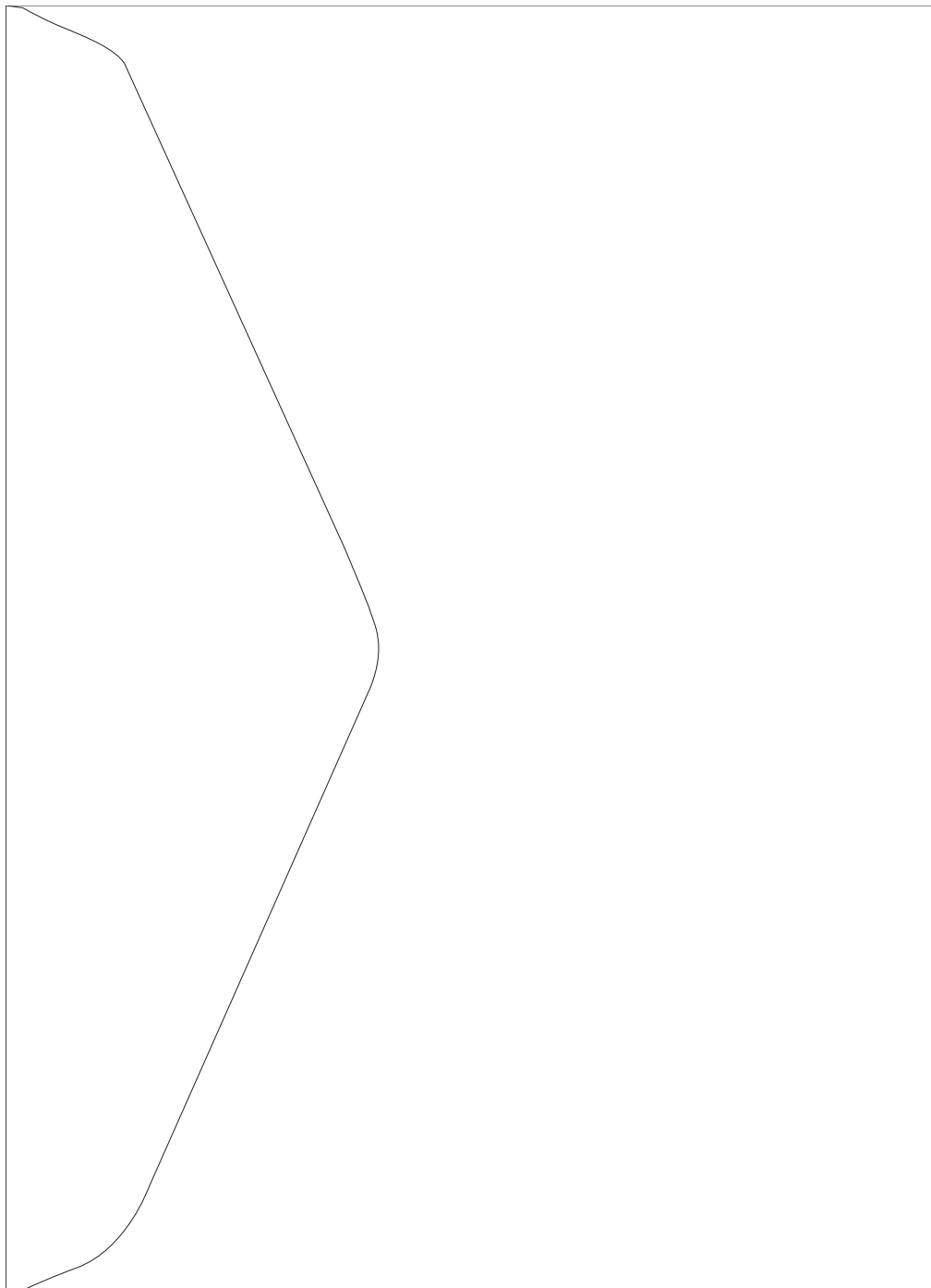
UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

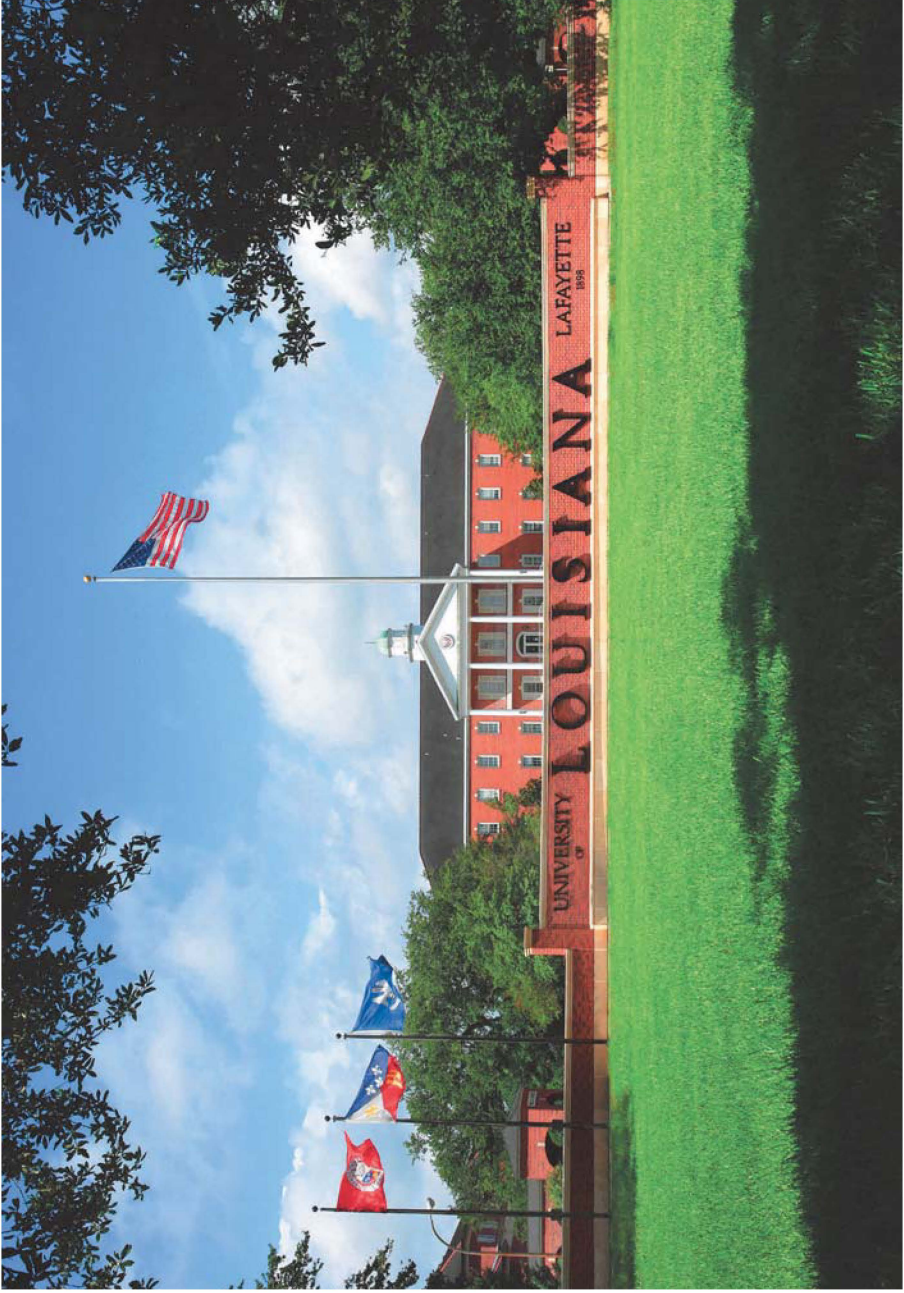


University of Louisiana at Lafayette Foundation
PO BOX 44290
Lafayette, LA 70504-0001

XXXXXXNameXXXXXXXXX
XXAaddressXXXXXXXXX
XXAaddressXXXXXXXXX
XXAaddressXXXXXXXXX
XXCityStateZIPXXXXXXXX

XXXXXXBarcodeXXXXXXXX







University of Louisiana at Lafayette Foundation
PO BOX 44290 • Lafayette, LA 70504

XXXDateXXX

Dear XXSalutationXX,

I write today to invite you to make a difference.

When you give to the University Annual Fund, you will help us maintain our reputation as a nationally ranked research university focused on student success. At the same time, your support will help us address our students' greatest needs. For example, last year's donors were able to help us offer financial assistance to 75 students affected by flooding, ensuring that they could continue their studies.

Your generosity can make a very real, direct impact. That's why I encourage you to make your gift to the University Annual Fund today.

Any gift, of any amount, will help give UL Lafayette the flexibility to continue meeting the needs of our students as they arise.

Your gift to the University Annual Fund helps support the greatest needs of the University, inter-disciplinary learning focused on the sustainability of the campus and community, and career readiness programming.

To make a University Annual Fund gift, visit www.ullafayettegives.org/2017/fall or return the enclosed form. You are a vital part of the Ragin' Cajuns community, and it shows with every gift you make.

Thank you in advance for your gift,

A handwritten signature in blue ink that reads "Claire St. Romain".

Claire St. Romain
Director of Annual Giving

P.S. As a committed member of our community, you may already be supporting the institution in a number of ways. We are so appreciative. We hope you will make a gift to the University Annual Fund at www.ullafayettegives.org/2017/fall.

UNIVERSITY ANNUAL FUND

YES! I support the UL Lafayette community and today's students.

Please direct my gift of \$_____ to:

University Annual Fund

Other: _____



Email Address: _____

XXXXXNameXXXXX

XXAddressXXXXXXX

XXAddressXXXXXXX

XXAddressXXXXXXX

XXCityStateZIPXXXXXXX

**GIVE ONLINE TO MAKE AN
IMMEDIATE IMPACT**

www.ullafayettegives.org/2017/fall

[Donor ID#][Appeal Code] [Royall Copy Code] [Segment ID]

Enclosed is my check payable to the **UL Lafayette Foundation**.

I am giving with a debit or credit card.

Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

My gift will include a matching gift from:

Company name: _____

I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

UL Lafayette Foundation
PO Box 44290
Lafayette, LA 70504

Or call (337) 262-4438 to give by credit or debit card.

THANK YOU FOR SHOWING YOUR RAGIN' CAJUNS PRIDE!



UNIVERSITY OF
LOUISIANA
LAFAYETTE

2L18-FAL-001



UL LAFAYETTE ALUMNI ASSOCIATION
PO BOX 40151
600 E SAINT MARY BLVD
LAFAYETTE, LA 70504-0151

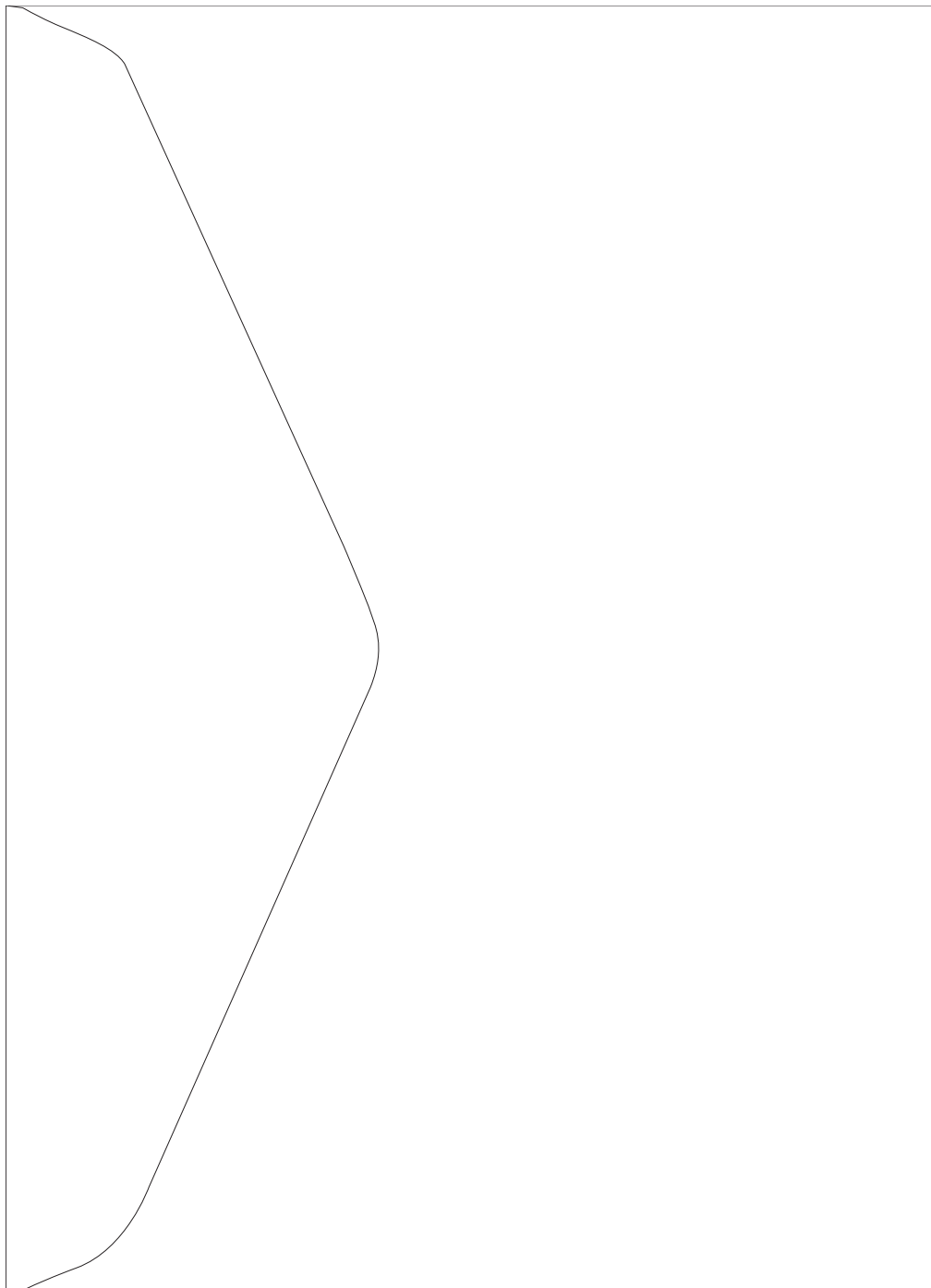


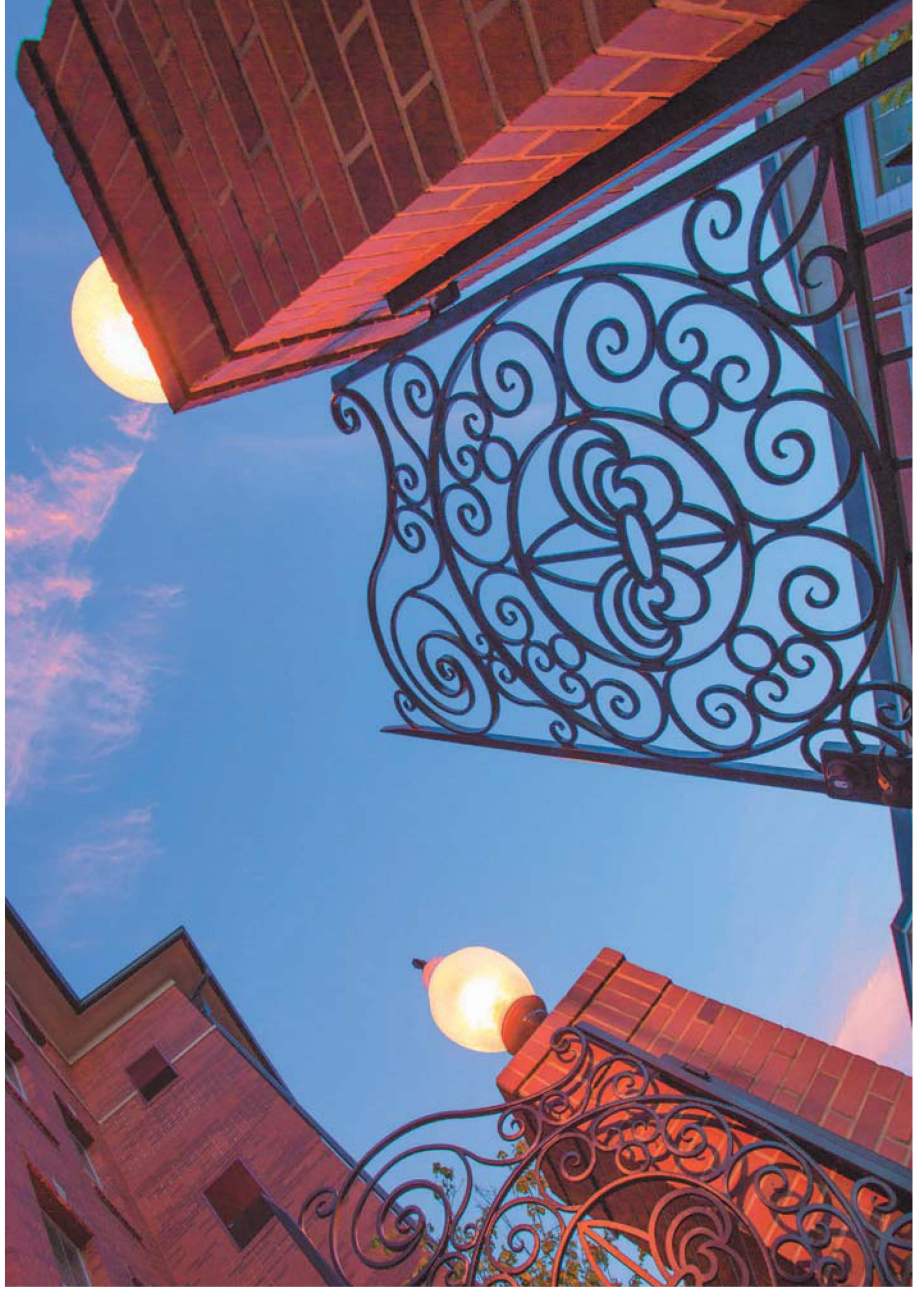
MAILER'S
POSTMARK
PERMIT
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XXXXXXNameXXXXXX
XXAddressXXXXXX
XXAddressXXXXXX
XXAddressXXXXXXXX
XXCityStateZIPXXXX

XXXXXXBarcodeXXXXXX







UL LAFAYETTE ALUMNI ASSOCIATION
PO BOX 40151
600 E SAINT MARY BLVD
LAFAYETTE, LA 70504

XXXDateXXX

Dear XXSalutationXX,

Thank you for your continued support of the UL Lafayette Alumni Association.

We appreciate the many ways you stay connected to the UL Lafayette community. You help us ensure that your fellow alumni and friends of the University have even more opportunities to engage.

With a new academic year under way, today is the perfect time to make your next gift to the Loyalty Fund.

By making your gift now, you help us invest in programs for more than 90,000 Ragin' Cajuns, including local and regional events, professional networking activities, and opportunities to support student success.

There's no place like UL Lafayette, and you make it better.

To give to the Loyalty Fund, visit www.ullafayettegives.org/2017/fall or return the enclosed form.

You are a vital part of the Ragin' Cajuns family, and your Alumni Association support is a great way to show your loyalty. I look forward to hearing from you soon!

Thank you in advance for your gift,

A handwritten signature in blue ink that reads "Jennifer C. LeMeunier". The signature is written in a cursive, flowing style.

Jennifer C. LeMeunier '92
Alumni Association Executive Director

P.S. As a committed member of our community, you may already be supporting the institution in a number of ways. We are so appreciative. We hope you will make a gift to the Loyalty Fund at www.ullafayettegives.org/2017/fall.

UL LAFAYETTE ALUMNI ASSOCIATION

YES! I support the UL Lafayette community and today's students.

Please direct my gift to the Loyalty Fund:

\$100 \$250 Other: \$ _____

XXXXXNameXXXXX

XXAddressXXXXXXXX

XXAddressXXXXXXXX

XXAddressXXXXXXXX

XXCityStateZIPXXXXXXXX

Email Address: _____



**GIVE ONLINE TO MAKE AN
IMMEDIATE IMPACT**

www.ullafayettegives.org/2017/fall

[Donor ID#][Appeal Code] [Royall Copy Code] [Segment ID]

Enclosed is my check payable to the **UL Lafayette Foundation**.

I am giving with a debit or credit card.

Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

My gift will include a matching gift from:

Company name: _____

I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

UL Lafayette Foundation
PO Box 44290
Lafayette, LA 70504

Or call (337) 262-4438 to give by credit or debit card.

THANK YOU FOR SHOWING YOUR RAGIN' CAJUNS PRIDE!

From

Address

City

State

ZIP

PLACE
STAMP
HERE

UNIVERSITY OF LOUISIANA AT LAFAYETTE FOUNDATION
705 E. SAINT MARY BLVD
PO BOX 44290
LAFAYETTE LA 70504-0001



2L18-FAL-E002

Fiscal Year End – FY18 Display Ad Strategy

Visual Case for Giving through Carousel Format and Video

FIRST AD: Carousel – Case for Giving

Timing: Start running when Email 1 deploys (5/22) and run for a minimum of two weeks or until the deadline ad begins, depending on budget.

Targeting: Alumni Donors and Never-Givers with valid email addresses.

Placement: Desktop and Mobile Newsfeed

Strategy: Highlights the main case for giving outlined in Mail 1.

Link: <http://ullafayettegives.org/2018/match>



The image shows a Facebook carousel advertisement for the University of Louisiana at Lafayette. At the top left is the university's logo and name, with a 'Sponsored' tag and a 'Like Page' button. The main text reads: 'There's no place like home. Participate in the Matching Gift Challenge and double your impact by June 30 to provide ...'. The carousel consists of two images. The first image shows two young women sitting on a bench; one is wearing a dark blue 'RAGIN' CAJUNS' sweatshirt. Below this image is the text 'Twice the impact for ...' and 'Smart, spirited students', with a 'Donate Now' button. The second image is a close-up of a woman's face, smiling, with a right-pointing arrow overlaid. Below this image is the text '2x the resources for ...' and 'Career-readiness programs'. At the bottom of the ad are 'Like', 'Comment', and 'Share' interaction buttons.

Carousel Cards



2x the resources for ...

Career-readiness programs.

[Donate Now](#)



Even more support for

Innovative research.

[Donate Now](#)



Twice the support for

Your college or department.

[Donate Now](#)



Twice the benefit to

Increase our momentum.

[Donate Now](#)



Double your impact

On student success

[Donate Now](#)



See more at
ULLAFAYETTEGIVES.ORG

SECOND AD: Video – Deadline

Timing: June 25-June 30

Targeting: Alumni Donors and Never-Givers with valid email addresses.

Placement: Desktop and Mobile Newsfeed

Strategy: Emphasizes the fiscal year deadline and why a gift now impacts students in the coming semester. Uses video to feature campus or students to hook audience.

Link: <http://ullafayettegives.org/2018/match>



The image shows a Facebook advertisement for the University of Louisiana at Lafayette. At the top left is the university's logo, a fleur-de-lis, and the text "University of Louisiana at Lafayette" with "Sponsored" below it. To the right is a "Like Page" button. The main text reads: "Join us in celebrating another successful academic year by participating in our Matching Gift Challenge before June 30 and support our bold future." Below this is a video player showing five graduates in red gowns and caps standing in front of a building. A play button icon is overlaid on the video. Under the video, the text says "Double your impact!" followed by "Visit our site to match your gift." and the URL "ULLAFAYETTEGIVES.ORG". A "Donate Now" button is on the right. At the bottom left, it says "Not affiliated with Facebook". The bottom of the ad features "Like", "Comment", and "Share" buttons.

Video source: <https://youtu.be/3RuLrXuDiO4>

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, May 23, 2018 2:04 PM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

I write with exciting news, Synthia.

An anonymous donor has issued a matching gift challenge that will **double gifts made to the Graduate School Annual Fund until June 30.**

[Make your gift online now](#) to take advantage of this opportunity to deliver twice the impact for students studying at the Graduate School.

- The School recently launched **programs in Environmental Resource Sciences and Informatics** and is now looking ahead to the launch of the new Ph.D. program in Earth and Energy Science.
- Gifts support **opportunities to highlight student research and completion scholarships** that strengthen our graduate student retention.
- More graduate programs than ever are being offered online or as a hybrid option to better serve our diverse student population. Graduate degrees have become a requisite in many fields, and **these programs allow us to be even more flexible to meet our students' needs.**

That's why I hope you'll [make your doubled gift today](#) to strengthen UL Lafayette's legacy of innovation, culture and tradition.

Thank you!

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, May 23, 2018 2:04 PM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

I write with exciting news, Synthia.

An anonymous donor has issued a matching gift challenge that will **double gifts made to the College of Engineering Roux Fund until June 30.**

[Make your gift online now](#) to take advantage of this opportunity to deliver twice the impact for students studying at the College of Engineering. When you do, you will:

- **Fund competition and travel for students.** Experiences at conferences and competitions are vital for future engineering leaders and help us recruit a diverse, exceptional student body.
- **Support faculty who are experts in their fields.** Providing professional development opportunities is crucial to attract and retain top faculty.
- **Outfit facilities with the latest equipment.** Staying at the forefront of technology is vital to student success. Your gifts ensure that we can continue to enhance our facilities.

That's why I hope you'll [make your doubled gift today](#) to strengthen UL Lafayette's legacy of innovation, culture and tradition.

Thank you!

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, May 23, 2018 2:04 PM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

I write with exciting news, Synthia.

An anonymous donor has issued a matching gift challenge that will **double gifts made to the University College Annual Fund until June 30.**

[Make your gift online now](#) to take advantage of this opportunity to deliver twice the impact for students studying at the University College. When you do, you will:

- **Provide life-changing scholarships.** You can help make the college experience possible for students, including those who are the first members of their families to attend college.
- **Strengthen flexible programs.** Students can design degree programs based on their individual interests and career goals. Online programs enable students to complete their General Studies degree and balance other priorities.
- **Support faculty and staff through vital professional development opportunities.** These educators play a key role in student support and shaping the University College experience.

That's why I hope you'll [make your doubled gift today](#) to strengthen UL Lafayette's legacy of innovation, culture and tradition.

Thank you!

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, May 23, 2018 2:04 PM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

I write with exciting news, Synthia.

An anonymous donor has issued a matching gift challenge that will **double gifts made to the College of Liberal Arts Enhancement Fund until June 30.**

[Make your gift online now](#) to take advantage of this opportunity to deliver twice the impact for students studying at the College of Liberal Arts. When you do, you will:

- **Enable students and faculty to travel for conferences and presentations** such as the Moot Court Team's victorious trip to Dallas and the Geography Department's GeoTours initiative.
- **Equip facilities with the latest technology.** For example, in the Forensic Anthropology and Bioarchaeology Lab, students and faculty work with active forensic casework and research, using state-of-the-art tools.
- **Help the College enrich our culture through programs** such as The New Acadia Project, which is working to locate original Acadian settlements, and the Francophone Studies Ph.D. program – one of the most successful of its kind in the world.

That's why I hope you'll [make your doubled gift today](#) to strengthen UL Lafayette's legacy of innovation, culture and tradition.

Thank you!

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Jennifer C. LeMeunier, UL Lafayette Alumni Association <contact@ullafayettegives.org>
Sent: Wednesday, May 23, 2018 2:04 PM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

Synthia, it may be the end of the University of Louisiana at Lafayette's fiscal year, **but that's not why we want you to [make a gift to the Alumni Loyalty Fund!](#)**

I invite you to make a gift today because you will:

- Support professional networking and engagement opportunities in your community.
- Benefit current student leadership initiatives including SOUL Camp.
- Create meaningful connections between alumni within Acadiana and across the globe.

This is the perfect time to [support the Alumni Loyalty Fund](#), because your gift means more now than ever. UL Lafayette has experienced historic student enrollment growth. With approximately 3,000 students becoming alumni of our alma mater last year, **we need our network *and* opportunities to become even stronger.**

Please [visit our website to make your Alumni Loyalty Fund gift today](#) and help connect today's students to a network of passionate, proud graduates like you.

Thank you!

Jennifer C. LeMeunier '92
Executive Director

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

Reader Bialkowski, Synthia

From: Claire St. Romain, University of Louisiana at Lafayette <contact@ullafayettegives.org>
Sent: Wednesday, May 23, 2018 2:04 PM
To: Reader Bialkowski, Synthia
Subject: You're invited ...

I write with exciting news, Synthia.

An anonymous donor has issued a matching gift challenge that will **double gifts made to the Moody College of Business Dean's Enhancement Fund until June 30.**

[Make your gift online now](#) to take advantage of this opportunity to deliver twice the impact for students studying at the B.I. Moody III College of Business Administration. When you do, you will:

- **Outfit facilities with the latest technology and equipment.** Cutting-edge technology helps students develop the skills they'll need to address the challenges and opportunities of the future.
- **Provide scholarships and experiential learning opportunities** including student travel to conferences and hosting speakers who are leaders in their fields.
- **Create faculty development opportunities** such as attending conferences and presenting groundbreaking research.

That's why I hope you'll [make your doubled gift today](#) to strengthen UL Lafayette's legacy of innovation, culture and tradition.

Thank you!

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

Lafayette_FY18_FYE_E02_FYE02_AF_College

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: An opportunity to support the ~ADDRESS.BUSINESS_NAME~

Preheader: And strengthen UL Lafayette for the future



TEST-Meredith,

Have you heard the news? Thanks to a generous donor, any gift you make to the Moody College of Business Dean's Enhancement Fund before **June 30** will be matched dollar for dollar.

Will you [double your impact](#) today?



[Make a Gift](#)

[Your gift to the Moody College of Business Dean's Enhancement Fund](#) supports the students, faculty and staff who drive innovation. **You will also position UL Lafayette as one of the nation's leading research universities.**

You'll [make a direct and immediate impact](#) on the B.I. Moody III College of Business Administration to ensure that our legacy of tradition, culture and innovation continues for years to come.

Thank you in advance, TEST-Meredith!

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

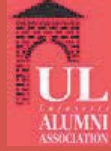
Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
button (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
double your impact (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
Your gift to the ~ADDRESS.ADDR_PREFERRED_LINE4~ (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make a direct and immediate impact (1004)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E02_FYE20_A_Loyalty_Fund

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: Why your support is so important

Preheader: And strengthens UL Lafayette for the future



TEST-Meredith,

Whether your degree reads SLI, USL or UL Lafayette, **we are one University of Louisiana at Lafayette.**

That's why [your support of the Alumni Loyalty Fund](#) is so important. Together, we can connect students with a network of passionate and proud graduates who elevate the level of excellence of our University.



[Make a Gift](#)

[Your gift to the Alumni Loyalty Fund](#) will provide more networking opportunities in your community, support student leadership initiatives and create a meaningful connection between alumni like you.

Please [make your gift before June 30](#), the end of our fiscal year.

Thank you in advance, TEST-Meredith!

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
button (1001)	http://www.ullafayettefoundation.org/giving/alumni	
your support of the Alumni Loyalty Fund (1005)	http://www.ullafayettefoundation.org/giving/alumni	
Your gift to the Alumni Loyalty Fund (1007)	http://www.ullafayettefoundation.org/giving/alumni	
make your gift before June 30 (1008)	http://www.ullafayettefoundation.org/giving/alumni	

Lafayette_FY18_FYE_E03_FYE03_A_Loyalty_Fund

Sender alias: <contact@ullafayettegives.org> Jennifer C. LeMeunier, University of Louisiana at Lafayette

Subject: Reminder: Don't miss this chance

Preheader: Support the Alumni Loyalty Fund today.

TEST-Meredith, I hope you received my recent email, inviting you to [make a gift to the Alumni Loyalty Fund](#) before **June 30**.

I'm following up today with a quick reminder: Our fiscal year-end will be here before we know it and your gift to the Alumni Loyalty Fund is more important than ever.

The University of Louisiana at Lafayette is celebrating unprecedented enrollment growth over the past decade. **That means more alumni every year are joining our network and looking for opportunities to innovate, inspire and serve.**

[Your gift before June 30](#) will help provide more professional networking and engagement opportunities for all alumni while also supporting student leadership initiatives.

Please [give today and strengthen our alma mater for the future](#). Thank you for your commitment to the Alumni Association and University community.

Warmest regards,

Jennifer C. LeMeunier '92
Executive Director

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE03_A_Loyalty_Fund
Email Category: C03
Subject Line: Reminder: Don't miss this chance
Preheader: Support the Alumni Loyalty Fund today.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the Alumni Loyalty Fund (1004)	http://www.ullafayettefoundation.org/giving/alumni	
Your gift before June 30 (1005)	http://www.ullafayettefoundation.org/giving/alumni	
give today and strengthen our alma mater for the future (1006)	http://www.ullafayettefoundation.org/giving/alumni	

Lafayette_FY18_FYE_E03_FYE30_AF_CA

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the College of the Arts SPARK Annual Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the College of the Arts SPARK Annual Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **College of the Arts**.

Your gift will enable the College to continue providing extensive programs for our students and enhance our learning and performing spaces. In addition, you'll help the next generation of College of the Arts students benefit from the rich experiences that define our University, culture and region.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE30_AF_CA
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the College of the Arts SPARK Annual Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the College of the Arts SPARK Annual Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE31_AF_COB

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the Moody College of Business Dean's Enhancement Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the Moody College of Business Dean's Enhancement Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **B.I. Moody College of Business Administration.**

Your gift will help outfit the College's facilities with the latest technology and equipment, ensuring that future business leaders develop the skills they need to address challenges of the future. In addition, you'll invest in scholarships, travel opportunities and faculty development initiatives.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact.**

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE31_AF_COB
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the Moody College of Business Dean's Enhancement Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the Moody College of Business Dean's Enhancement Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE32_AF_CE

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the College of Education Dean's Enhancement Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the College of Education Dean's Enhancement Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **College of Education**.

Your gift will enable the College to prepare for the future with exceptional, groundbreaking initiatives such as the Lab School, an innovative learning environment that will serve as a hub for best teaching practices in the state. In addition, you'll support emerging education and kinesiology professionals.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE32_AF_CE
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the College of Education Dean's Enhancement Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDOB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the College of Education Dean's Enhancement Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE33_AF_COE

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the College of Engineering Roux Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the College of Engineering Roux Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **College of Engineering**.

Your gift will provide vital hands-on experiences for students and ensure our facilities are equipped with the latest technology. You'll help us retain remarkable faculty while recruiting diverse and exceptional students each year.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE33_AF_COE
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the College of Engineering Roux Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the College of Engineering Roux Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE34_AF_GS

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the Graduate School Annual Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the Graduate School Annual Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **Graduate School**.

Your gift will strengthen the School as we continue to grow both in enrollment and opportunity. Interdisciplinary programs such as Environmental Resource Sciences and Informatics rely on your support to provide the best possible experience to the next generation of scientists. In addition, you'll provide vital funding to outfit facilities with the newest technology and provide development opportunities for faculty.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
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----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE34_AF_GS
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the Graduate School Annual Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the Graduate School Annual Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE35_AF_COLA

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the College of Liberal Arts Enhancement Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the College of Liberal Arts Enhancement Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **College of Liberal Arts**.

Your gift will enable students and faculty to travel for conferences and will make sure our facilities are equipped with the latest technology. In addition, you'll support programs like The New Acadia Project and the Francophone Studies Ph.D. program, which help enrich our culture and preserve our heritage.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE35_AF_COLA
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the College of Liberal Arts Enhancement Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the College of Liberal Arts Enhancement Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE36_AF_CNHP

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the Nursing & Allied Health Professions Dean's Enhancement Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the Nursing & Allied Health Professions Dean's Enhancement Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **College of Nursing & Allied Health Professions.**

Your gift will enable the College to build on its exceptional reputation by recruiting and retaining students through vital scholarships. You help the College educate more skilled and highly educated nurses and health professionals throughout our region. In addition, you'll equip students for success by ensuring that our Human Patient Simulation labs remain among the most sophisticated in the state.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact.**

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE36_AF_CNHP
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the Nursing & Allied Health Professions Dean's Enhancement Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
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make a gift to the Nursing & Allied Health Professions Dean's Enhancement Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE37_AF_CS

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the College of Sciences Geaux Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the College of Sciences Geaux Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **Ray P. Authement College of Sciences**.

Your gift will enable students in the College to benefit from the hands-on opportunities that encourage independent thinking in our rapidly changing world. In addition, you'll provide scholarships for students and ensure that our facilities are outfitted with the latest equipment.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE37_AF_CS
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the College of Sciences Geaux Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the College of Sciences Geaux Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E03_FYE38_AF_UC

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: Reminder: Double your impact with a gift to the University College Annual Fund

Preheader: Participate in the matching gift challenge before June 30.

TEST-Meredith, I hope you received my recent email inviting you to [make a gift to the University College Annual Fund](#) at the University of Louisiana at Lafayette.

I'm following up today with a quick reminder: **The matching gift opportunity lasts only until June 30.**

Please [make your gift online](#) to double your impact and make a difference for students, faculty and staff in the **University College**.

Your gift will provide life-changing scholarships to make the college experience possible for more students while also strengthening programs. In addition, you'll support faculty and staff through vital professional development opportunities.

That's why I hope you will [participate before the deadline](#) and support the future of UL Lafayette. Thank you for making a difference and **doubling your impact**.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
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----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E03_FYE38_AF_UC
Email Category: C03
Subject Line: Reminder: Double your impact with a gift to the University College Annual Fund
Preheader: Participate in the matching gift challenge before June 30.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the University College Annual Fund (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift online (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participate before the deadline (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

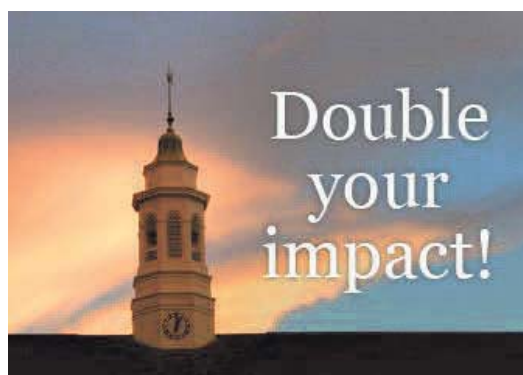
Subject: Make your gift before the deadline

Preheader: June 30 will be here before we know it.



TEST-Meredith, **June 30** is quickly approaching – have you [participated in the matching gift challenge](#) yet?

If not, please take a moment to make your gift to the Moody College of Business Dean's Enhancement Fund. **Giving online takes only a few minutes** and immediately impacts the University of Louisiana at Lafayette.



[Make a Gift](#)

TEST-Meredith, from the century oaks to Cypress Lake, UL Lafayette is a one-of-a-kind experience. It's both a leading research university and a place that so many call "home."

The B.I. Moody III College of Business Administration plays a vital role in this story, so we hope you will **[double your impact by giving today.](#)**

[Participate in the matching gift challenge.](#)

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

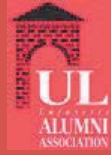
Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
button (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
participated in the matching gift challenge (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
double your impact (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
Participate in the matching gift challenge. (1004)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E04_FYE40_A_Loyalty_Fund

Sender alias: <contact@ullafayettegives.org> UL Lafayette Alumni Association

Subject: Make your gift before the fiscal year deadline

Preheader: June 30 will be here before we know it



TEST-Meredith, **June 30** is quickly approaching – have you made a gift to the Alumni Loyalty Fund yet?

If not, please take a moment to [make your gift today](#). **Giving online takes only a few minutes.** You will ensure that all of our alumni have access to exciting professional networking opportunities while also strengthening student leadership initiatives.



[Make a Gift](#)

TEST-Meredith, from the century oaks to Cypress Lake, UL Lafayette is a one-of-a-kind experience. It's both a leading research university and a place that so many of us call "home."

Whether your degree reads SLI, USL or UL Lafayette, you are an important part of our alma mater's story. Help connect students to our network of proud graduates today by [supporting the Alumni Loyalty Fund](#).

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
button (1001)	http://www.ullafayettefoundation.org/giving/alumni	
make your gift today (1005)	http://www.ullafayettefoundation.org/giving/alumni	
supporting the Alumni Loyalty Fund (1006)	http://www.ullafayettefoundation.org/giving/alumni	

Lafayette_FY18_FYE_E05_FYE05_AF_College

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: Only a few days left

Preheader: Reminder to support the ~ADDRESS.BUSINESS_NAME~



Deadline

June 30

Dear TEST-Meredith, **there's no place quite like the University of Louisiana at Lafayette.**

It's where we provide a high-quality education to students from around the world *and* celebrate our Louisiana heritage, where the B.I. Moody III College of Business Administration explores life-changing research *and* provides a personalized experience for students.

And it's where you can [deliver two times the impact](#) when you make a gift **before June 30** – just days away.

Don't miss this opportunity. Please [make your gift to the Moody College of Business Dean's Enhancement Fundright away](#) to **participate in the matching gift challenge!**

If you've already made a matched gift, thank you for making a difference.

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)


Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
deliver two times the impact (1001)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
make your gift to the ~ADDRESS.ADDR_PREFERRED_LINE4~ right away (1002)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E05_FYE50_A_Loyalty_Fund

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: Only a few days left

Preheader: Reminder to support the Alumni Loyalty Fund



Deadline	June 30
----------	---------

TEST-Meredith, time is running out before our fiscal year-end deadline! But don't **give just** because of the date.

Give because you want more professional networking opportunities in your community. Give because you believe in supporting student leadership initiatives like SOUL Camp. And give because you want to create *meaningful* connections between alumni in Acadiana and across the globe.

That's why your gift to the Alumni Loyalty Fund is so important.

Don't miss this opportunity to support your alma mater, TEST-Meredith!

If you've already made an Alumni Loyalty Fund gift, thank you for making a difference.

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
your gift to the Alumni Loyalty Fund (1004)	http://www.ullafayettefoundation.org/giving/alumni	
give (1005)	http://www.ullafayettefoundation.org/giving/alumni	

Lafayette_FY18_FYE_E06_FYE06_AF_College

Sender alias: <contact@ullafayettegives.org> Claire St. Romain, University of Louisiana at Lafayette

Subject: The match deadline is here

Preheader: Don't miss this chance to deliver twice the support.

TEST-Meredith, the University of Louisiana at Lafayette's [matching gift challenge](#) deadline is here!

If you've already made a gift and it crossed paths with this email, please accept my thanks.

But if you have not yet [doubled your impact](#) for the B.I. Moody III College of Business Administration, **please do so before midnight tonight.**

[Make your matched gift.](#)

Thank you in advance for your generosity. Your gift strengthens UL Lafayette's legacy and celebrates *everything* that makes this University a one-of-a-kind place.

Warmest regards,

Claire St. Romain
Director of Annual Giving

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E06_FYE06_AF_College
Email Category: C06
Subject Line: The match deadline is here
Preheader: Don't miss this chance to deliver twice the support.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
Make your matched gift. (1003)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
doubled your impact (1004)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	
matching gift challenge (1005)	http://www.ullafayettefoundation.org/ullafayettegives/2018/match	

Lafayette_FY18_FYE_E06_FYE60_A_Loyalty_Fund

Sender alias: <contact@ullafayettegives.org> Jennifer C. LeMeunier, University of Louisiana at Lafayette

Subject: The deadline is here

Preheader: Don't miss this chance to support the Alumni Loyalty Fund.

TEST-Meredith, the University of Louisiana at Lafayette's fiscal year-end deadline is here!

If you've already made a gift and it crossed paths with this email, please accept my thanks.

But if you have not yet [made a gift to the Alumni Loyalty Fund](#) to support programs that connect students and alumni, please do so now.

[Make a gift.](#)

Thank you for your commitment to our alma mater and for elevating the level of excellence of our University.

Warmest regards,

Jennifer C. LeMeunier '92
Executive Director

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY18_FYE_E06_FYE60_A_Loyalty_Fund
Email Category: C06
Subject Line: The deadline is here
Preheader: Don't miss this chance to support the Alumni Loyalty Fund.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
made a gift to the Alumni Loyalty Fund (1006)	http://www.ullafayettefoundation.org/giving/alumni	
Make a gift. (1007)	http://www.ullafayettefoundation.org/giving/alumni	

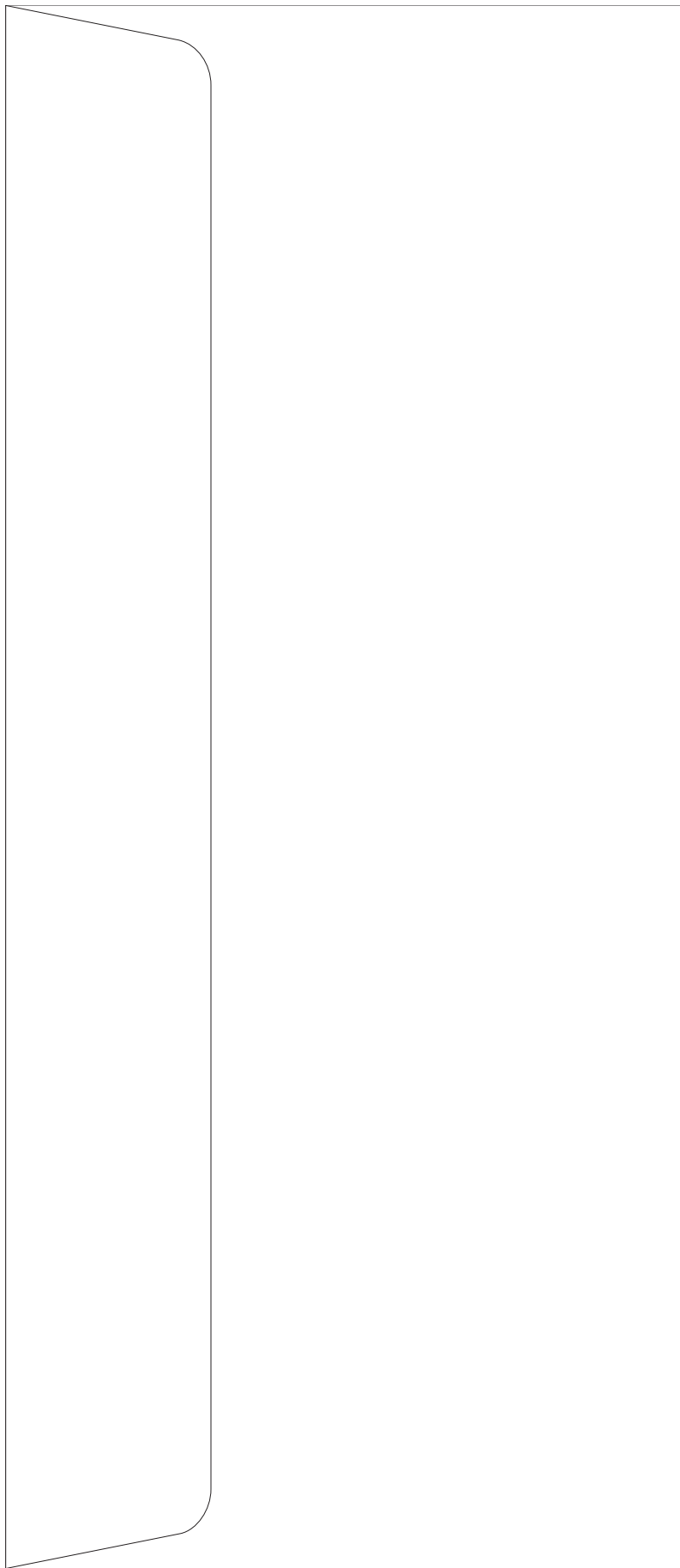


University of Louisiana at Lafayette Foundation
PO BOX 44290
Lafayette, LA 70504-0001



XXXXXNAMEXXXXXX
XXADDRESSXXXXXXX
XXADDRESSXXXXXXX
XXADDRESSXXXXXXX
XXCITYSTATEZIPXXXX
XXXXBARCODEXXXXXX

**DOUBLE
YOUR IMPACT**



Cover Sheet

University of Louisiana at Lafayette – FY18 - FYE

Versions	Codes	Appeal Code	Notes
LYBNT-SYBNT Alumni and Friends		FYM-01	Includes non-alum
HOLDING: n/a			
TESTING INFO: n/a			

Redirect destination: <https://www.ullafayettefoundation.org/giving>

Variability

Base Letter Version	FYM-01: LYBNT-SYBNT Alumni
Variable Copy Audience	School Specific Flags

Paragraph 8

For **College of the Arts**, change to:

When you do, you will deliver twice the support to the College of the Arts.

The College relies on our donors to continue providing its extensive offerings – from designing buildings and spaces to filling our community with original performances. These are part of what makes the College such an integral part of the arts, music, design and creativity that define our unique region.

Your support will help current and future students benefit from these rich experiences. Your doubled gift supports scholarships, interdisciplinary grants and hands-on workshops while enabling the College to bring in lecturers and performers.

In addition, your gift will help the College remain at the forefront of technology and continue to enhance our facilities. For example, renovations are currently underway for both McLaurin Hall and Fletcher Hall, which will provide updated learning and performing spaces for students.

Your gift today will support the next generation of students at the College of the Arts.

Cover Sheet

University of Louisiana at Lafayette – FY18 - FYE

For **College of Business Administration**, change to:

When you do, you will deliver twice the support to the B.I. Moody III College of Business Administration. The College relies on you to continue developing the next generation of business leaders. Your gift is an investment in their experience and their future. You will help:

- **Outfit facilities with the latest technology and equipment.** Enhancing the campus with cutting-edge technology helps students develop the skills they'll need to address the challenges and opportunities of the future.
- **Provide scholarships and experiential learning opportunities.** In addition to life-changing scholarships, gifts provide resources for student travel to conferences, and funds to host speakers who are leaders in their fields.
- **Create faculty development opportunities.** Our educators play a key role in student success. Your support helps the College provide opportunities for them to attend conferences and present groundbreaking research.

When you give, you become a key stakeholder in the success of students, faculty and the business community.

For **College of Education**, change to:

When you do, you will deliver twice the support to the College of Education.

The College has exciting plans for the future, including the creation of a kinesiology research lab. In addition, plans are underway for the Lab School, an innovative learning environment that will serve as a hub for teaching practices, research and collaboration.

Initiatives like the Lab School serve and benefit our entire region. In fact, the College of Education is one of the largest teacher preparation programs in the state, with graduates recruited by districts across Louisiana and the country.

Your gift will **support emerging education and kinesiology professionals.** You will help students engage in undergraduate research projects and you will provide scholarships for intern and research candidates. You will ensure that facilities have the latest technological advancements.

Your support is an enduring investment in our community, enhancing the quality of education at both a regional and national level.

Cover Sheet

University of Louisiana at Lafayette – FY18 - FYE

For **College of Engineering**, change to:

When you do, you will deliver twice the support to the College of Engineering.

As the College grows, your generosity is more important than ever. Gifts from alumni and friends help address immediate needs and opportunities. You will help:

- **Fund competition and travel for students.** Experiences at conferences and competitions are vital for future engineering leaders and help us recruit a diverse, exceptional student body.
- **Support faculty who are experts in their fields.** They shape the student experience and mentor students every day. Retaining and attracting top faculty is contingent on being able to provide professional development opportunities.
- **Outfit facilities with the latest equipment.** In our rapidly changing world, staying at the forefront of technology is vital to student success, especially in the field of engineering. Your gifts ensure we can continue to enhance our facilities.

All of this supports the continued growth of the College of Engineering.

For **Graduate School**, change to:

When you do, you will deliver twice the support to the Graduate School. The School is growing. Enrollment is up 10% and gifts from alumni and friends are pivotal to our momentum.

- The School recently launched new programs in Environmental Resource Sciences and Informatics and is now looking ahead to the launch of the new Ph.D. program in Earth and Energy Science. These interdisciplinary programs will **provide hands-on training and critical thinking skills** to the next generation of scientists.
- More graduate programs than ever are being offered online or as a hybrid option to **better serve our diverse student population.** Graduate degrees have become a requisite in many fields and these programs allow us to be even more flexible to meet our students' needs.
- Your gifts **support initiatives such as completion scholarships** and opportunities to highlight student research, both of which help us strengthen our graduate student retention and enable students to complete their degrees.

By doubling your impact for the Graduate School, you help ensure that groundbreaking research directly impacts our community, advances knowledge and transforms our world.

Cover Sheet

University of Louisiana at Lafayette – FY18 - FYE

For **College of Liberal Arts**, change to:

When you do, you will deliver twice the support to the College of Liberal Arts.

At the College, students prepare to become innovators in all fields across all industries. Your support plays a vital role in the programs and initiatives that shape their experience by:

- **Enabling students and faculty to travel for conferences and presentations.** Donor support made it possible for the Moot Court Team to travel to Dallas, where they finished first. And the Geography Department's GeoTours initiative gives students field experience that highlights in-class concepts.
- **Equipping facilities with the latest technology.** For example, in the Forensic Anthropology and Bioarchaeology Lab, students and faculty work with active forensic casework and research, using state-of-the-art tools.
- **Helping the College enrich our culture** through programs such as The New Acadia Project, which is working to locate original Acadian settlements, and the Francophone Studies Ph.D. program – one of the most successful of its kind in the world.

Plus, your gift supports the scholarships and assistantships that give students access to a robust liberal arts experience.

For **College of Nursing & Allied Health Professions**, change to:

When you do, you will deliver twice the support for the College of Nursing & Allied Health Professions. Gifts from alumni and friends help the College continue its legacy of excellence by:

- **Building on our exceptional reputation.** Graduates are known throughout Louisiana and the South, and the College provides *the* RN workforce for Acadiana. Our exceptional pass rates for the NCLEX and certificate programs bolster our reputation, and you can be part of this success.
- **Recruiting and retaining students.** More than 50% of students enrolled in clinical courses receive scholarship support. Your gift helps the College educate more skilled and highly-educated nurses and health professionals to serve our community.
- **Equipping students and faculty for success.** The Human Patient Simulation labs are some of the most sophisticated in the region. Offering state-of-the-art technology like this and enhancing existing facilities depends on your support.

The need for exceptional nursing and health professionals is great, locally and nationwide. Your gift helps us answer this opportunity.

Cover Sheet

University of Louisiana at Lafayette – FY18 - FYE

For **College of Sciences**, change to:

When you do, you will deliver twice the support for the Ray P. Authement College of Sciences. As the College grows your support is pivotal to our success.

Our students and faculty benefit from hands-on experiences. For example, the College frequently collaborates with the USGS National Wetlands Research Center. The School of Computing and Informatics students focus on real-world, interdisciplinary outcomes such as increasing cybersecurity.

These collaborative experiences encourage independent thinking and help students understand our rapidly changing world. Students and faculty in the Center for Advanced Computer Studies, Department of Physics and School of Geosciences are leading groundbreaking research in sustainability, economic diversity and environmental impact.

Your gifts provide scholarships for students passionate about exploration and discovery, help ensure that facilities are outfitted with the latest equipment and enable the College to recruit and retain top faculty.

For **University College**, change to:

When you do, you will deliver twice the support for the University College.

University College, formerly the College of General Studies, continues to serve students and inspire them to make connections between disciplines and to connect their knowledge to real-world problems. Thanks to our donors:

- **Scholarships change lives.** Gifts to University College help provide financial assistance to those in need. You can help make the college experience possible for students, including those who are the first members of their families to attend college.
- **Flexible programs meet students where they are.** Students can design degree programs based on their individual interests and career goals. Online programs enable students to complete their General Studies degree and balance other priorities.
- **Faculty and staff benefit from vital professional development opportunities.** These educators and mentors play a key role in student support and shaping the University College experience.

Simply put, your support ensures that University College continues to serve students in need of an exceptional education.

Cover Sheet

University of Louisiana at Lafayette – FY18 - FYE

Personalization for **XXCollegeFundXX** Drop-in (based on previous giving history)

If giving to College of the Arts ...	College of the Arts SPARK Annual Fund
If giving to College of Business ...	Moody College of Business Dean's Enhancement Fund
If giving to College of Education ...	College of Education Dean's Enhancement Fund
If giving to College of Engineering ...	College of Engineering Roux Fund
If giving to Graduate School ...	Graduate School Annual Fund
If giving to College of Liberal Arts ...	College of Liberal Arts Enhancement Fund
If giving to College of Nursing & Allied Health Professions ...	Nursing & Allied Health Professions Dean's Enhancement Fund
If giving to College of Sciences ...	College of Sciences Geaux Fund
If giving to University College ...	University College Annual Fund



XXXXXXNameXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXXX
XXXXXXXXXBARCODEXXXXXXXXXX

Dear XXSalutationXX,

From the century oaks to Cypress Lake, there's no place like the University of Louisiana at Lafayette. Or, as we prefer to call it: **home**.

It's where we provide a high-quality education to students from around the world *and* celebrate our Louisiana heritage. It's where we explore life-changing research *and* teach the real meaning of joie de vivre. UL Lafayette is unlike any other university – and **you make it possible**.

I'm reaching out today with exciting news. An anonymous donor has issued a matching gift challenge to inspire you to continue your tradition of support.

Gifts to the XXCollegeFundXX will be matched dollar for dollar until June 30. Any gift will have twice the impact to benefit our students and continue the traditions that make UL Lafayette an exceptional university.

Visit ullafayettegives.org/2018/match or return the reply form in the envelope provided.

When you do, you will deliver twice the support to the College of the Arts.

The College relies on our donors to continue providing its extensive offerings – from designing buildings and spaces to filling our community with original performances. These are part of what makes the COA such an integral part of the arts, music, design and creativity that define our unique region.

Your support will help current and future students benefit from these rich experiences. Your doubled gift supports scholarships and interdisciplinary grants and hands-on workshops while enabling the College to bring in lecturers and performers, and offer hands-on workshops.

In addition, your gift will help the College remain at the forefront of technology and continue to enhance our facilities. For example, renovations are currently underway for both

(Over, please ...)

McLaurin Hall and Fletcher Hall, which will provide updated learning and performing spaces for students.

Your gift today will support the next generation of students at the College of the Arts.

That's why I hope you will make your doubled gift today to strengthen UL Lafayette's legacy of innovation, culture and tradition. Participating in the match challenge with a gift to the [XXCollegeFundXX](#) is as easy as returning the enclosed reply form before June 30.

If you prefer, visit our website, ullafayettegives.org/2018/match. Either way you choose, you have my sincere appreciation.

Warmest regards,

A handwritten signature in blue ink that reads "Claire St. Romain". The signature is written in a cursive, flowing style.

Claire St. Romain
Director of Annual Giving

P.S. Each gift you make supports today's students and celebrates everything that makes UL Lafayette a one-of-a-kind place. That's why I hope you'll take advantage of the matching gift challenge to deliver twice the impact. Thank you!

2018 MATCHING GIFT CHALLENGE

YES! I want to double my impact to support UL Lafayette and today's students.

- \$ASK1 becomes \$ASK1X2 \$ASK2 becomes \$ASK2X2
- \$ASK3 becomes \$ASK3X2 \$_____ delivers twice the impact!
- XXSCHOOLXX
- Other: _____

My current preferred email address: _____

XXXXXNameXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXXXX

GIVE BY MAIL

- Enclosed is my check payable to the **UL Lafayette Foundation**.
- I am giving with a debit or credit card.
Please charge my: Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

- My gift will include a matching gift from:

Company Name: _____

- I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

University of Louisiana at Lafayette Foundation
705 E. Saint Mary Blvd.
PO Box 44290
Lafayette, LA 70504-0001

OTHER WAYS TO GIVE

ONLINE: Make an even more immediate impact:
ullafayettegives.org/2018/match

BY PHONE: Give us a call at **337-482-0700**.



2018 MATCHING GIFT CHALLENGE

YES! I want to double my impact to support UL Lafayette and today's students.

\$_____ delivers twice the impact!

XXSCHOOLXX

Other: _____

My current preferred email address: _____

XXXXXNameXXXXX
XXAddressXXXXXXXX
XXAddressXXXXXXXX
XXAddressXXXXXXXX
XXCityStateZIPXXXXXXXX

GIVE BY MAIL

- Enclosed is my check payable to the **UL Lafayette Foundation**.
- I am giving with a debit or credit card.
Please charge my: Visa MasterCard Discover American Express

Name on Card

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705 E. Saint Mary Blvd.
PO Box 44290
Lafayette, LA 70504-0001

OTHER WAYS TO GIVE

ONLINE: Make an even more immediate impact:
ullafayettegives.org/2018/match

BY PHONE: Give us a call at **337-482-0700**.



From _____

Address _____

City _____ State _____ ZIP _____

PLACE
STAMP
HERE

**UNIVERSITY OF LOUISIANA AT LAFAYETTE
FOUNDATION
705 E. SAINT MARY BLVD
PO BOX 44290
LAFAYETTE LA 70504-0001**





FY19 C'YE Display Ads

University of Louisiana at Lafayette

Advancement Marketing Services

Ad 1: #GivingTuesday (11/22-11/27)



Placement: We will deploy this ad on Facebook (desktop and mobile) and Instagram (mobile).

Timing: This ad begins running on November 22 (Thanksgiving) and will end at midnight on Giving Tuesday.

Link Destination: <https://www.ullafayettefoundation.org/giving>

Copy: #GivingTuesday is all about strengthening one's community through service and supporting charitable causes. We incorporated that concept and applied it to ULL.

Imagery: The ad uses the #GivingTuesday logo as well as imagery representing community outreach.

Audience: All donors and never-givers with valid email addresses are included.

Ad 1: #GivingTuesday (Facebook)

 **University of Louisiana at Lafayette**
Sponsored · 

This #GivingTuesday, you can provide one more reason for our students to be grateful.



#GIVINGTUESDAY

[HTTPS://WWW.ULLAFAYETTEFOUNDATION.ORG/GIVING](https://www.ullafayettefoundation.org/giving)
NOT AFFILIATED WITH FACEBOOK

There are many reasons to give thanks.

Give back to your alma mater.

 Like  Comment  Share

 **University of Louisiana at Lafayette** ...
Sponsored · 

This #GivingTuesday, you can provide one more reason for our students to be grateful.



#GIVINGTUESDAY

[https://www.ullafayettefoundatio...](https://www.ullafayettefoundation.org/giving)
There are many reasons to give thanks.

 Like  Comment  Share



Ad 1: #GivingTuesday (Instagram)

University of Louisiana a...
Sponsored



#GIVINGTUESDAY

[Donate Now](#)

This #GivingTuesday, you can provide one more reason for our students to be grateful.

Instagram is not affiliated with this organization

The advertisement features a group of seven students in red t-shirts posing in front of a yellow building. A red banner at the bottom of the photo contains the text "#GIVINGTUESDAY". Below the photo is a "Donate Now" button and a short paragraph of text.

Ad 2: Main Ask (12/7-12/21)



Placement: We will deploy this ad on Facebook (desktop and mobile) and Instagram (mobile).

Timing: FY18 showed that campaigns longer than about two weeks started dipping in performance, so we're keeping this ad to about two weeks. We chose two weeks leading up to the deadline ad to drive momentum towards the 12/31 year-end giving deadline.

Link Destination: <https://www.ullafayettefoundation.org/giving>

Copy: The ad text focus on nostalgia while celebrating the holidays.


Imagery: The video focuses on seasonal and holiday visuals.

Audience: All donors and never-givers with valid email addresses are included.

Ad 2: Main Ask (Facebook)

University of Louisiana at Lafayette
Sponsored · 🌐

As you reminisce about the past year and look forward to the future, know that your gift will make a difference for faculty and students. Happy Holidays!



[HTTPS://WWW.ULLAFAYETTEFOUNDATION.ORG/GIVING](https://www.ullafayettefoundation.org/giving)

'Tis the season to give and receive.


[Donate Now](#)

9 Views

👍 Like 💬 Comment ➦ Share

University of Louisiana at Lafayette
Sponsored · 🌐

As you reminisce about the past year and look forward to the future, know that your gift will make a difference for faculty and students. Happy Holidays!



[https://www.ullafayettefoundatio...](https://www.ullafayettefoundation.org/giving)

'Tis the season to give and receive.

[DONATE NOW](#)

👍 Like 💬 Comment ➦ Share

Watch the video:

<https://drive.google.com/file/d/1DV96N8C5FleaXqOCh4t2R0U2rluXbbrv/view?usp=sharing>

Ad 2: Main Ask (Instagram)

Instagram

University of Louisiana L...
Sponsored



[Donate Now](#)

As you reminisce about the past year and look forward to the future, know that your gift will make a difference for faculty and students. Happy Holidays!

Instagram is not affiliated with this organization.

Ad 3: Deadline (12/22-12/31)



Placement: We will deploy this ad on Facebook (desktop and mobile) and Instagram (mobile).

Timing: In FY18 we only ran the CYE deadline ads for about 5 days. Since there's a lot of noise on social media this time of year, we extended the run to expand our potential reach.

Link Destination: <https://www.ullafayettefoundation.org/giving>

Copy: The copy stresses the importance of giving before the 12/31 deadline so the donor can make a difference in the new year.

Imagery: The imagery takes advantage of the carousel format, using images of happy students to count down to a celebratory finish. This should both inspire nostalgia and highlight the urgency of giving before the deadline.

Audience: All donors and never-givers with valid email addresses are included.



Ad 3: Deadline (Facebook) Desktop

University of Louisiana at Lafayette
Sponsored ·

Giving goes a long way, and it supports everything we do. Donate by 12/31 and help us celebrate the new year.

Providing an opportunity for research.
University of Louisiana at Lafayette

[Donate Now](#)

Providing an opportunity to connect.
University of Louisiana at Lafayette

[Donate Now](#)

Providing an opportunity for the next generation of Ragin' Cajuns.
University of Louisiana at Lafayette



[Donate Now](#)

Thank you for your support.
Ways to Give to Louisiana at Lafa...



[Donate Now](#)

[Like](#) [Comment](#) [Share](#)

Ad 3: Deadline (Facebook) Mobile

 **University of Louisiana at Lafayette** ...
Sponsored 

Giving goes a long way, and it supports everything we do. Donate by 12/31 and help us celebrate the new year.



3...

Providing an opportunity for... [Donate Now](#)
University of Louisia...

Providing an opportunity for...
University of Louisia...

Ad 3: Deadline (Instagram)

University of Louisiana a...
Sponsored



3...

[Donate Now](#)

Providing an opportunity for research.
Giving goes a long way, and it supports everything we do. Donate by 12/31 and help us celebrate the new year.

Instagram is not affiliated with this organization

Email Cover Sheet

University of Louisiana at Lafayette – FY19 – CYE

Email 1	
University Annual Fund	
Alumni Loyalty Fund	
Acquisition	

Email 2	#GivingTuesday
All Segments	

Email 3	
University Annual Fund	
Alumni Loyalty Fund	
Acquisition	

Email 4	CTA Graphic Email
University Annual Fund	
Alumni Loyalty Fund	
Acquisition	

Email 5	Deadline 1
University Annual Fund	
Alumni Loyalty Fund	
Acquisition	

Email 6	Deadline 2
University Annual Fund	
Alumni Loyalty Fund	
Acquisition	

Lafayette_FY19_CYE_E01_CYEE-01_AF_LYSY

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: ~NAME.SALUTATION_INDIVIDUAL~, I hope you'll join us

Preheader: You can help us reach an important goal.

Dear TEST-Meredith,

Your past support tells me you believe in the University of Louisiana at Lafayette and you share my passion for this incredible place.

The University is kicking off its year-end giving campaign to [continue our celebration of 120 years](#) of tradition *and* growth.

Part of this celebration involves an ambitious goal: Raise \$120,000 for the University Annual Fund before December 31. **Can I count on you to help?**

When you [make a gift to the University Annual Fund](#), you will make an immediate impact on today's students. Your gifts:

- Support the **greatest needs** of our students and University, and give the UL Lafayette flexibility to be responsive to student needs
- Strengthen **campus sustainability** initiatives that reduce waste and combat local and regional flooding
- Provide **career readiness** programs that include résumé preparation and interview coaching

TEST-Meredith, the University Annual Fund is such an important initiative for UL Lafayette and me personally. I hope you will [accept my invitation to help raise \\$120,000](#) to celebrate our anniversary, support students and move our University forward.

Thank you for strengthening UL Lafayette's legacy of excellence.

Sincerely,

Joseph Savoie, Ed.D.
President

The University of Louisiana at Lafayette Foundation
705 E Saint Mary Blvd. | Lafayette, LA 70504-0001
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_CYE_E01_CYEE-01_AF_LYSY
Email Category: C01
Subject Line: TEST-Meredith, I hope you'll join us
Preheader: You can help us reach an important goal.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make a gift to the University Annual Fund (1001)	http://ullafayettegives.org/2018/yearend	Give
continue our celebration of 120 years (1002)	http://ullafayettegives.org/2018/yearend	Give
accept my invitation to help raise \$120,000 (1003)	http://ullafayettegives.org/2018/yearend	Give

Lafayette_FY19_CYE_E01_CYEE-10_A_LYSY

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette Alumni Association

Subject: You're invited!

Preheader: Celebrate 120 years with your fellow alumni.

Hello TEST-Meredith!

With the end of the year quickly approaching, I want to thank you for helping us celebrate 120 years of growth. With each graduating class, our community grows, and we remain committed to helping you stay connected.

That's why I ask you to [continue your support of the Alumni Loyalty Fund!](#) When you do, you will:

- Support **local and regional events** that strengthen our one-of-a-kind community
- Help us **provide professional networking opportunities** that connect 90,000 alumni worldwide
- **Strengthen student success initiatives** such as SOUL (Service Outreach Unity Leadership) Camp

Please [make your gift before the December 31 year-end deadline](#) to enable us to create more opportunities in the coming semester.

As we look ahead to the next 120 years at the University, **supporters like you ensure a strong foundation on which we'll continue to build.** Thank you, TEST-Meredith, for helping UL Lafayette remain a place that so many of us love.

Sincerely,

Jennifer C. LeMeunier '92
Alumni Association Executive Director

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_CYE_E01_CYEE-10_A_LYSY
Email Category: C01
Subject Line: You're invited!
Preheader: Celebrate 120 years with your fellow alumni.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
make your gift before the December 31 year-end deadline (1004)	http://ullafayettefoundation.org/2018/yearend	Give
continue your support of the Alumni Loyalty Fund (1005)	http://ullafayettefoundation.org/2018/yearend	



TEST-Meredith, there's a lot to celebrate and be thankful for at this time of year. At the University of Louisiana at Lafayette, **we're thankful for you.**

You are part of an exceptional community, and today, for #GivingTuesday, we invite you to join us for something we do best: **getting together and celebrating the place that unites us.**

This year, we're celebrating:

1. Another extraordinary year of growth at the University.
2. Our 120th anniversary – and striving to reach the University Annual Fund's \$120,000 goal.
3. The impact you and your fellow donors make for our students.

That's why we encourage you to [make your #GivingTuesday gift to support:](#)



The Greatest Needs of Our Students



Sustainability Initiatives



Career Readiness Programs



The Next 120 years

TEST-Meredith, take a moment to join your fellow donors in [supporting the University Annual Fund](#) with a gift. Help us reach our \$120,000 goal and look ahead to a bright future.

[Participate in #GivingTuesday](#) ↗

The University of Louisiana at Lafayette Foundation
705 E Saint Mary Blvd. | Lafayette, LA 70504-0001

[Unsubscribe](#)

Probe name	Destination	Category
List Unsubscribe (9)		
EAB OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
Top Button (1001)	http://ullafayettegives.org/2018/yearend	Give
CTA 1 (1002)	http://ullafayettegives.org/2018/yearend	Give
CTA 2 (1003)	http://ullafayettegives.org/2018/yearend	Give
CTA 3 (1004)	http://ullafayettegives.org/2018/yearend	Give
CTA 4 (1005)	http://ullafayettegives.org/2018/yearend	Give
Bottom Link (1006)	http://ullafayettegives.org/2018/yearend	Give
make your #GivingTuesday gift to support (1007)	http://ullafayettegives.org/2018/yearend	
supporting the University Annual Fund (1008)	http://ullafayettegives.org/2018/yearend	



University of Louisiana at Lafayette Foundation
PO Box 44290
Lafayette, LA 70504



MAILER'S
POSTMARK
PERMIT
001



XXXXXXNameXXXXXX
XXXAddressXXXXXXXXXX
XXXAddressXXXXXXXX
XXXAddressXXXXXXXX
XXXCityStateZIPXXXXXXXX

XXXXBARCODEXXXXXX

PLEASE DO NOT BEND

Enclosed: Commemorative Notepad



Cover Sheet

UL Lafayette – FY19 – CYE

Versions	Codes	Appeal Code	Notes
University Annual Fund			Notepad and \$120,000 Challenge
Loyalty Fund			Notepad
Never-Giver Alumni			Self-mailer – Separate mailing
HOLDING: n/a			
TESTING INFO: n/a			

Redirect destinations:

XXXDATEXXX

Dear XXSalutationXX,

On January 1, 1901, Edwin Stephens planted 40 small oak trees on campus. These small trees grew into mighty oaks, and with the help of generous donors, so did our campus, academic programs, facilities and research initiatives.

Please accept my sincere thanks for the role you play in our University's success.

I am honored to work alongside you to strengthen this exceptional institution. The University has long been an important part of my family's life. My mother, Grace Boudreaux, received her degree from SLI in 1940. My wife, Gail, and I attended and graduated from USL in the 1970s. My son, Adam, received his degree from UL Lafayette in 2015.

Your past support tells me that you share my belief in and commitment to this incredible place that gave us so much. That's why I invite you to **help us celebrate UL Lafayette's 120th Anniversary by making a gift to the University Annual Fund today.**

As part of this celebration, I want to share with you an ambitious goal: Raise \$120,000 for the University Annual Fund before **December 31** to ensure that when 2019 arrives, we can cultivate another 120 years of growth.

When you help the University Annual Fund reach its goal, you will make an immediate impact on today's students. These students are why the University Annual Fund is such an important initiative for UL Lafayette and for me personally.

Your gifts support the greatest needs of our students and University. When you give to the University Annual Fund, you provide flexibility that keeps UL Lafayette nimble and responsive to student needs. In 2016, for example, catastrophic flooding left 110 students in dire financial positions. Gifts to the University Annual Fund played a key role in relief efforts to support these students.

You strengthen campus sustainability projects. Through collaborative, interdisciplinary efforts, students, faculty and staff are reducing waste through composting, including making Cajun Field the first Zero-Waste stadium in Louisiana. Looking ahead, the University Annual Fund will support rainwater collection efforts – decreasing the amount of groundwater pulled from the Chicot Aquifer and helping to combat local and regional flooding.

(Over, please ...)



You help provide career readiness programs. We're putting into place innovative programs that focus on student success. Mission Transition is a full-day program that prepares graduates for life after UL Lafayette, covering topics such as financial independence, networking and résumé preparation. When students are ready to start interviews, the Career Closet makes sure they have access to professional clothing without the burden of cost.

These are only three examples of how your support moves the University and today's students forward. With you by our side, UL Lafayette will continue to flourish.

Visit ullafayettegives.org/2018/yearend or return the enclosed reply form to make your University Annual Fund gift before December 31 and help meet our \$120,000 goal.

There is a remarkable future ahead for the University. You strengthen a legacy of excellence every time you give. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joseph Savoie". The signature is stylized and cursive.

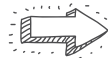
Joseph Savoie, Ed.D.
President

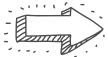
P.S. I've enclosed a notepad for you as a small token of our thanks. Today, your generosity can make a difference for the University's future.



YES!

I believe in UL Lafayette students and support the University.

 Please accept my gift of: \$ _____


 Please direct my gift to:
 University Annual Fund
 Other: _____



XXXXXNameXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXX

My current preferred email address: _____

[Donor ID#] [Appeal Code] [Royall Copy Code] [Segment ID]

 Enclosed is my check payable to the **UL Lafayette Foundation**.

 I am giving with a debit or credit card.

Please charge my:

Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

My gift will include a matching gift from:

Company Name: _____

I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

University of Louisiana at Lafayette Foundation
705 E Saint Mary Blvd. | PO Box 44290 | Lafayette, LA 70504-0001



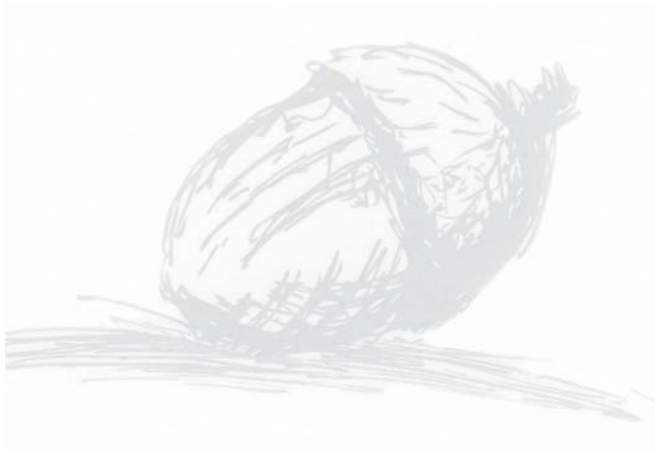
GIVE NOW AND MAKE AN IMMEDIATE IMPACT:



ullafayettegives.org/2018/yearend
By Phone: Give us a call at 337-482-0700.

THANK YOU!





UNIVERSITY *of*
LOUISIANA
L A F A Y E T T E [®]

From _____

Address _____

City _____ State _____ ZIP _____

PLACE
STAMP
HERE

**UNIVERSITY OF LOUISIANA AT LAFAYETTE
FOUNDATION
705 E. SAINT MARY BLVD.
PO BOX 44290
LAFAYETTE LA 70504-0001**





University of Louisiana at Lafayette Foundation
PO Box 44290 Lafayette, LA 70504

XXXDateXXX

Dear XXSalutationXX,

I hope you received my recent letter encouraging you to help the University of Louisiana at Lafayette celebrate an extraordinary 120 years of growth.

I am following up with you today because **December 31** is fast approaching, and with it, the deadline to help the University Annual Fund meet its \$120,000 goal. **If you have already made a gift**, and it simply crossed paths with this letter, please accept my sincere thanks.

However, if you have not yet made a year-end gift, please return the enclosed reply form and envelope or visit ullafayettegives.org/2018/yearend to make your contribution.

Gifts to the University Annual Fund support UL Lafayette's greatest and most immediate needs, including retention resources that ensure student success. You enhance career readiness programs that prepare students for life after graduation, and sustainability initiatives that impact our campus and provide interdisciplinary learning opportunities.

In this way, you will help us cultivate another 120 years of growth for the University of Louisiana at Lafayette. That is why your gift before **December 31** is so meaningful as we look to the future.

Thank you, XXSalutationXX. My wife Gail and I wish you a happy holiday and best wishes for the new year.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joseph Savoie".

Joseph Savoie, Ed.D.
President

P.S. If you have already participated in the year-end giving campaign, please accept my thanks. Your gift simply crossed paths with this letter. **Your generosity is hard at work strengthening the University and making a difference for our students.**

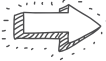


YES!

I believe in UL Lafayette students and support the University.



Please accept my gift of: \$ _____



Please direct my gift to:

University Annual Fund

Other: _____

XXXXXXNameXXXXXX

XXAddressXXXXXXXX

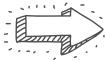
XXAddressXXXXXXXX

XXAddressXXXXXXXX

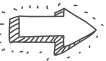
XXCityStateZIPXXXXX

My current preferred email address: _____

[Donor ID#] [Appeal Code] [Royall Copy Code] [Segment ID]



Enclosed is my check payable to the **UL Lafayette Foundation**.



I am giving with a debit or credit card.

Please charge my:

Visa MasterCard Discover American Express

Name on Card

Card Number

Exp. Date

Signature

Security Code

My gift will include a matching gift from:

Company Name: _____

I would like information about including the University in my will or estate plans.

Please return this form in the envelope provided to:

University of Louisiana at Lafayette Foundation
705 E Saint Mary Blvd. | PO Box 44290 | Lafayette, LA 70504-0001



GIVE NOW AND MAKE AN IMMEDIATE IMPACT:



ullafayettegives.org/2018/yearend

By Phone: Give us a call at 337-482-0700.

THANK YOU!

Email Cover Sheet
UL Lafayette – FY19 – Fall

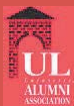
Email 1 Strategy: Build 120th Anniversary Excitement	Template: Digest Style Template Signer: none
University Annual Fund Donors	
Alumni Association Loyalty Fund Donors	
Acquisition	

Email 2 Strategy: Personal Invitation	Template: Plain text Signers: Harleigh Price, Jennifer LeMeunier
University Annual Fund Donors	
Alumni Association Loyalty Fund Donors	
Acquisition	

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: An opportunity to give, celebrate and stay connected

Preheader: Renew your support today!



TEST-Victoria, this fall the University of Louisiana at Lafayette is celebrating its 120th anniversary. Thank you for making this year – and the next 120 years – possible.

This year, we have a special reason to celebrate, and we invite you to help us honor 120 years by [making a gift to the Alumni Loyalty Fund today](#).

[Give Now](#)

When you support the Alumni Loyalty Fund ...

You support the growth of the University.

The University's enrollment has grown steadily throughout the past 120 years, which means more alumni join us every year! You connect students with a network of passionate and proud graduates and open up more networking opportunities in your community.

[Support UL Lafayette's growth >](#)

You benefit current and future students.

Today, the Walk of Honor stretches from Martin Hall to McKinley Street. With every step a UL Lafayette student takes, they walk with the support of alumni. Gifts to the Alumni Loyalty Fund support leadership initiatives that ensure student success before and after graduation.

[Support current and future students >](#)

You help provide programs for alumni across the globe.

Keeping you and your fellow alumni connected to the University is our number one priority. When you give to the Alumni Loyalty Fund, you further connect the UL Lafayette family by providing events across Louisiana, the country and the world.

[Support events and programs for alumni like you >](#)

Looking back and looking ahead

On January 1, 1901, the University's first President, Edwin Lewis Stephens, planted 40 oak seedlings on what was then Southwestern Louisiana Industrial Institute's campus. These oak trees grew to become an enduring symbol of the University's belief in its long future.

Whether your degree reads SLI, USL or UL Lafayette, you're an important part of this story. Celebrate this legacy and 120 years with us by [making a gift to the Alumni Loyalty Fund today](#).

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
 Email Component: Lafayette_FY19_FALL_E01_FALE-10_LYSY_A
 Email Category: C01
 User ID: 6382629
 Username: TNye712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall Opt-Out (1000)	Lafayette_OptOut > Email Link	
Button (1001)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 1 link (1002)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 2 link (1003)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 3 link (1004)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
making a gift to the Alumni Loyalty Fund today (1005)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
making a gift to the Alumni Loyalty Fund today (1006)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: An opportunity to give, celebrate and stay connected

Preheader: Renew your support today!



TEST-Victoria, this fall the University of Louisiana at Lafayette is celebrating, and we write to thank you for making this year – and the next 120 years – possible.

This year, we have a special reason to celebrate, and we invite you to help us honor 120 years by [helping the University Annual Fund raise \\$120,000!](#)

[Give Now](#)

When you make a gift to the University Annual Fund ...

You support the greatest needs of the University.

With enrollment growing steadily throughout the past 120 years, increased support is vital to our advancement. Gifts to the University Annual Fund provide flexibility to meet the greatest needs of the growing number of students who call UL Lafayette home.

[Make a gift >](#)

You benefit current and future students through career readiness programs.

When it comes to preparing students for their careers, we are taking bold approaches. Initiatives such as CliftonStrengths, an online skills assessment program, empower students to identify and use their strengths for professional growth. Another program, Mission Transition, helps with résumé and interview preparation, networking, and establishing financial independence.

[Make a gift >](#)

You support our commitment to sustainability.

Gifts to the University Annual Fund also support our sustainability efforts, turning our campus into a living lab for students while reducing our energy consumption. Students benefit from interdisciplinary, experiential learning opportunities while implementing water and energy conservation initiatives on campus.

[Make a gift >](#)

Looking back and looking ahead ...

By giving to the University Annual Fund, you will both honor our legacy and prepare UL Lafayette for the next 120 years. [Make your gift to the University Annual Fund today](#) to help us celebrate and reach our \$120,000 goal. Your gift of any amount makes a difference.

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
 Email Component: Lafayette_FY19_FALL_E01_FALE-01_LYSY_AF
 Email Category: C01
 User ID: 6382629
 Username: TNye712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall Opt-Out (1000)	Lafayette_OptOut > Email Link	
Button (1001)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 1 link (1002)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 2 link (1003)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 3 link (1004)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
Make your gift to the University Annual Fund today (1005)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
helping the University Annual Fund raise \$120,000 (1006)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: An opportunity to give, celebrate and stay connected

Preheader: Confirm your contact information today!



TEST-Victoria, this fall the University of Louisiana at Lafayette is honoring our 120th anniversary, and you're invited to celebrate.

First, [make sure we have your most up-to-date contact info](#) so we can share exciting stories and news as we look ahead to the next 120 years.

Update Your Information

Here are a few of the many ways we're celebrating:

Sharing inspiring stories from students

Behind every student success story, there's a donor who made it possible. As we celebrate the University's incredible growth, we're also celebrating the alumni who made it possible. Gifts to the University Annual Fund support the greatest needs of our students – and every gift makes a difference.

[Explore inspiring impact stories](#)

Enjoying the nostalgia

From throwback student photos to the first Sneaux Day, we're sharing memories and photos dating back to 1898. And as you enjoy the photos of campus throughout the years, know that gifts to the University Annual Fund support future sustainability initiatives that make today's campus a living lab.

[See how much UL Lafayette has grown](#)

Supporting the next 120 years

The University Annual Fund has an ambitious goal: Raise \$120,000 to celebrate the University's anniversary this year. We're counting on alumni like you to help. Even a gift of \$5 or \$10 helps us reach this goal and supports career readiness programs for current and future students.

[Give to the University Annual Fund](#)

Looking back and looking ahead ...

On January 1, 1901, the University's first President, Edwin Lewis Stephens, planted 40 oak seedlings on what was then Southwestern Louisiana Industrial Institute's campus. These oak trees grew to become an enduring symbol of the University's belief in its long future.

We want to make sure we're staying in touch during this exciting year. Take a moment to [make sure we're using your most up-to-date contact info!](#)

University of Louisiana at Lafayette Foundation | 705 E Saint Mary Blvd., PO Box 44290 | Lafayette, LA 70504-0001

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----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
 Email Component: Lafayette_FY19_Fall_E01_FALE11_A_NG
 Email Category: C01
 User ID: 6382629
 Username: TNYe712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall Opt-Out (1000)	Lafayette_OptOut > Email Link	
Button (1001)	https://alumni.louisiana.edu/membership/update-profile	Update
Explore inspiring impact stories (1007)	https://development.louisiana.edu/node/115	Story
See how much UL Lafayette has grown (1008)	https://www.youtube.com/watch?v=uXbKj8ofJN4	Other
Give to the University Annual Fund (1009)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
make sure we're using your most up-to-date contact info (1010)	https://alumni.louisiana.edu/membership/update-profile	Update
make sure we have your most up-to-date contact info (1011)	https://alumni.louisiana.edu/membership/update-profile	Update

Lafayette_FY19_Fall_E02_FALE02_A_LYSY

Sender alias: <contact@ullafayettegives.org> Jennifer LeMeunier, University of Louisiana at Lafayette

Subject: Following up with ~NAME.SALUTATION_INDIVIDUAL~

Preheader: A perfect time to give to the Alumni Loyalty Fund

Dear TEST-Victoria,

I hope you received the UL Lafayette Alumni Association's recent email inviting you to [celebrate the University's 120th anniversary](#).

I'm following up today because, with a new semester underway, it's the perfect time to [make a gift to the Alumni Loyalty Fund](#).

As enrollment grows, more alumni join our network every year. Like you, they look to innovate, inspire and serve. **Gifts to the Alumni Loyalty Fund provide opportunities for all alumni to strengthen our community while also benefiting student leadership initiatives.**

[Make your gift today](#) and stay connected to our network of proud, passionate alumni.

I look forward to hearing from you!

Jennifer C. LeMeunier '92
Alumni Association Executive Director

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

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Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_FALL_E02_FALE-20_LYSY_A
Email Category: C02
User ID: 6382629
Username: TNye712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	
celebrate the University's 120th anniversary (1004)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
make a gift to the Alumni Loyalty Fund (1005)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
Make your gift today (1006)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give

Lafayette_FY19_Fall_E02_FALE20_AFP_LYSY

Sender alias: <contact@ullafayettegives.org> Harleigh Price, University of Louisiana at Lafayette

Subject: Hello, ~NAME.SALUTATION_INDIVIDUAL~!

Preheader: I write with exciting news.

Hello, TEST-Victoria.

My name is Harleigh Price, and I write today with exciting news:

The University is celebrating its 120th anniversary, and [you're invited to help!](#)

Our goal: Raise \$120,000 for the University Annual Fund. As a member of the Association of Future Alumni and a scholarship recipient, I know how much your support makes a difference in the lives of students.

Having begun my junior year this fall, the University Annual Fund is an integral part of my experience. While on campus, I see the impact of the University Annual Fund through sustainability initiatives that lower energy costs, reduce waste and turn our University into a living lab. Looking ahead to life after college, gifts support career readiness programming, including skills assessments, professional networking training and interview preparation. The University Annual Fund addresses the greatest needs of the University community by supporting the traditions of excellence while investing in innovative programming.

That's why I want to let you know about this effort to [celebrate our past and move UL Lafayette into the next 120 years](#).

[Make your gift to the University Annual Fund today](#) to help meet the University's greatest needs.

When you do, you ensure that UL Lafayette remains an amazing place so many of us call home.

Harleigh Price, Class of 2020
Association of Future Alumni

P.S. There are many ways to give to UL Lafayette, and you may already be supporting the institution. We are all so appreciative of your generosity and hope you will extend your support to the University Annual Fund.

University of Louisiana at Lafayette Foundation
705 E Saint Mary Blvd., PO Box 44290 | Lafayette, LA 70504-0001
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_FALL_E02_FALE-02_LYSY_AF
Email Category: C02
User ID: 6382629
Username: TNye712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	
you're invited to help (1007)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
celebrate our past and move UL Lafayette into the next 120 years (1008)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
Make your gift to the University Annual Fund today (1009)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
you're invited to help (1010)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	
celebrate our past and move UL Lafayette into the next 120 years (1011)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	
Make your gift to the University Annual Fund today (1012)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	

Lafayette_FY19_Fall_E02_FALE21_A_NG

Sender alias: <contact@ullafayettegives.org> Harleigh Price, University of Louisiana at Lafayette

Subject: Hello, ~NAME.SALUTATION_INDIVIDUAL~

Preheader: I write with exciting news.

Hello, TEST-Victoria.

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[Make your gift to the University Annual Fund today](#) to help meet the University's greatest needs.

When you do, you ensure that UL Lafayette remains an amazing place so many of us call home.

Harleigh Price, Class of 2020
Association of Future Alumni

P.S. I will be a student caller during our upcoming phonathon. If you receive a call, one of my fellow callers or I look forward to learning more about your University experience!

University of Louisiana at Lafayette Foundation
705 E Saint Mary Blvd., PO Box 44290 | Lafayette, LA 70504-0001
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

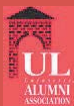
Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_Fall_E02_FALE21_A_NG
Email Category: C02
User ID: 6382629
Username: TNYe712

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you're invited to help (1007)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
celebrate our past and move UL Lafayette into the next 120 years (1008)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
Make your gift to the University Annual Fund today (1009)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
you're invited to help (1010)		
celebrate our past and move UL Lafayette into the next 120 years (1011)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	
Make your gift to the University Annual Fund today (1012)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: An opportunity to give, celebrate and stay connected

Preheader: Renew your support today!



TEST-Victoria, this fall the University of Louisiana at Lafayette is celebrating its 120th anniversary. Thank you for making this year – and the next 120 years – possible.

This year, we have a special reason to celebrate, and we invite you to help us honor 120 years by [making a gift to the Alumni Loyalty Fund today](#).

[Give Now](#)

When you support the Alumni Loyalty Fund ...

You support the growth of the University.

The University's enrollment has grown steadily throughout the past 120 years, which means more alumni join us every year! You connect students with a network of passionate and proud graduates and open up more networking opportunities in your community.

[Support UL Lafayette's growth >](#)

You benefit current and future students.

Today, the Walk of Honor stretches from Martin Hall to McKinley Street. With every step a UL Lafayette student takes, they walk with the support of alumni. Gifts to the Alumni Loyalty Fund support leadership initiatives that ensure student success before and after graduation.

[Support current and future students >](#)

You help provide programs for alumni across the globe.

Keeping you and your fellow alumni connected to the University is our number one priority. When you give to the Alumni Loyalty Fund, you further connect the UL Lafayette family by providing events across Louisiana, the country and the world.

[Support events and programs for alumni like you >](#)

Looking back and looking ahead

On January 1, 1901, the University's first President, Edwin Lewis Stephens, planted 40 oak seedlings on what was then Southwestern Louisiana Industrial Institute's campus. These oak trees grew to become an enduring symbol of the University's belief in its long future.

Whether your degree reads SLI, USL or UL Lafayette, you're an important part of this story. Celebrate this legacy and 120 years with us by [making a gift to the Alumni Loyalty Fund today](#).

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504

[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
 Email Component: Lafayette_FY19_FALL_E01_FALE-10_LYSY_A
 Email Category: C01
 User ID: 6382629
 Username: TNye712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall Opt-Out (1000)	Lafayette_OptOut > Email Link	
Button (1001)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 1 link (1002)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 2 link (1003)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
News item 3 link (1004)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
making a gift to the Alumni Loyalty Fund today (1005)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
making a gift to the Alumni Loyalty Fund today (1006)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give

Lafayette_FY19_Fall_E02_FALE02_A_LYSY

Sender alias: <contact@ullafayettegives.org> Jennifer LeMeunier, University of Louisiana at Lafayette

Subject: Following up with ~NAME.SALUTATION_INDIVIDUAL~

Preheader: A perfect time to give to the Alumni Loyalty Fund

Dear TEST-Victoria,

I hope you received the UL Lafayette Alumni Association's recent email inviting you to [celebrate the University's 120th anniversary](#).

I'm following up today because, with a new semester underway, it's the perfect time to [make a gift to the Alumni Loyalty Fund](#).

As enrollment grows, more alumni join our network every year. Like you, they look to innovate, inspire and serve. **Gifts to the Alumni Loyalty Fund provide opportunities for all alumni to strengthen our community while also benefiting student leadership initiatives.**

[Make your gift today](#) and stay connected to our network of proud, passionate alumni.

I look forward to hearing from you!

Jennifer C. LeMeunier '92
Alumni Association Executive Director

UL Lafayette Alumni Association | PO Box 40151 | 600 E Saint Mary Blvd | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_FALL_E02_FALE-20_LYSY_A
Email Category: C02
User ID: 6382629
Username: TNye712

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	
celebrate the University's 120th anniversary (1004)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
make a gift to the Alumni Loyalty Fund (1005)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give
Make your gift today (1006)	https://www.ullafayettefoundation.org/ullafayettegives/2018/fall	Give



University of Louisiana at Lafayette Foundation
PO Box 44290
Lafayette, LA 70504



XXXXXNAMEXXXXXX
XXADDRESSXXXXXX
XXADDRESSXXXXXX
XXADDRESSXXXXXX
XXCITYSTATEZIPXXXX
XXXXBARCODEXXXXX

*A personal invitation to
renew your support today...*



YES! I'm proud to be part of the UL Lafayette family.

Please accept my gift to the Alumni Loyalty Fund in the amount of: \$100 \$250 Other: _____

XXXXXXNameXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXX
XXXXXXXXXBARCODEXXXXXXXXXX



My current preferred email address: _____

[Donor ID#] [Appeal Code] [Royall Copy Code] [Segment ID]

Thanks to you,
UL Lafayette has
never been stronger.

More than 60 doctoral
graduates every year

Students from ...



All **64** parishes
in Louisiana



49 states



101
countries

... and 125 members of the 2018
freshman class were high school
valedictorians.

Your gift ensures that UL Lafayette
remains an incredible place that
attracts incredible people.

ullafayettegives.org/2018/fall

XXXXXXDateXXXXXXX



Dear **XXSalutationXX**,

When you support the University of Louisiana at Lafayette Alumni Association, you demonstrate your belief in our students, your pride in the University and, most of all, **your loyalty.**

I am grateful for your support of the Alumni Loyalty Fund, and I hope you'll join me in giving back again today.

You'll connect students with a network of passionate and proud graduates *and* open up more networking opportunities in your community.

Your support comes at the perfect time. As UL Lafayette grows, more alumni join our network every year. Like you, they look to innovate, inspire and serve. Gifts to the Alumni Loyalty Fund provide opportunities for all alumni to strengthen our alumni community and benefit student leadership initiatives.

It takes only a few moments to make your Alumni Loyalty Fund gift online at ullafayettegives.org/2018/fall. Or, if you prefer, you may return the enclosed reply form to send your gift.

Either way, your support strengthens our University.

Warmest regards,

Jennifer C. LeMeunier '92
Alumni Association Executive Director

P.S. Whether your degree reads SLI, USL or UL Lafayette, you are an important part of our alumni community. Thank you for helping us create meaningful connections between alumni in Acadiana and across the globe.

Enclosed is my check payable to the
UL Lafayette Alumni Association.

Name on Card

I am giving with a debit or credit card.

Please charge my:

Visa MasterCard

Discover American Express

Card Number

Exp. Date

Signature

Security Code

My gift will include a matching gift from:

Company Name

I would like information about including the University in my will or estate plans.

Thank you!

GIVE NOW AND MAKE AN IMMEDIATE IMPACT:

ullafayettegives.org/2018/fall

BY PHONE: Give us a call at 337-482-0700.

**Please return this form in the
envelope provided to:**

University of Louisiana at Lafayette Foundation
705 E. Saint Mary Blvd.
Lafayette, LA 70504-0001

YES! I believe in UL Lafayette students and support the University.

Please accept my gift of: \$ _____

Please direct my gift to:

University Annual Fund

Other: _____

XXXXXXNameXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXX
XXXXXXXXXBARCODEXXXXXXXXXX



My current preferred email address: _____

[Donor ID#] [Appeal Code] [Royall Copy Code] [Segment ID]

Thanks to you,
UL Lafayette has
never been stronger.

More than 60 doctoral
graduates every year

Students from ...



All **64** parishes
in Louisiana



49 states



101
countries

... and 125 members of the 2018
freshman class were high school
valedictorians.

Your gift ensures that UL Lafayette
remains an incredible place that
attracts incredible people.

ullafayettegives.org/2018/fall

XXXXXXDateXXXXXXX



Dear **XXSalutationXX**,

This year, we're celebrating the University's 120th Anniversary!

That's one of the many reasons I'm excited for my junior year at the University of Louisiana at Lafayette. I love seeing the growth of this place I call home – but I also love the things that *haven't* changed: the welcoming smiles, the crawfish boils and the community that make this large University feel like a close-knit family.

As a student employee in the development office and member of the Association of Future Alumni, **I know this growth is possible because donors like you give back.**

That's why I invite you to celebrate 120 years by helping to raise \$120,000 for the University Annual Fund. **Every gift matters and every gift makes a difference.**

Gifts to the University Annual Fund help meet UL Lafayette's greatest needs by supporting student success, campus sustainability initiatives and career readiness – ensuring that UL Lafayette remains this amazing place we call home. **Your gift immediately impacts my University experience.**

Visit ullafayettegives.org/2018/fall to join me in celebrating UL Lafayette's 120th Anniversary!

Sincerely,

Harleigh Price, Class of 2020
Association of Future Alumni

P.S. There are lots of ways to give to UL Lafayette, and you may already be supporting the institution. We are so appreciative and hope you will make a gift to the University Annual Fund today.

Enclosed is my check payable to the
UL Lafayette Foundation.

Name on Card

I am giving with a debit or credit card.

Please charge my:

Card Number

Exp. Date

Visa MasterCard

Discover American Express

Signature

Security Code

I would like information about including the University in my will or estate plans.

Thank you!

**Please return this form in the
envelope provided to:**

University of Louisiana at Lafayette Foundation
705 E. Saint Mary Blvd.
PO Box 44290
Lafayette, LA 70504-0001

GIVE NOW AND MAKE AN IMMEDIATE IMPACT:

ullafayettegives.org/2018/fall

BY PHONE: Give us a call at 337-482-0700.

From _____

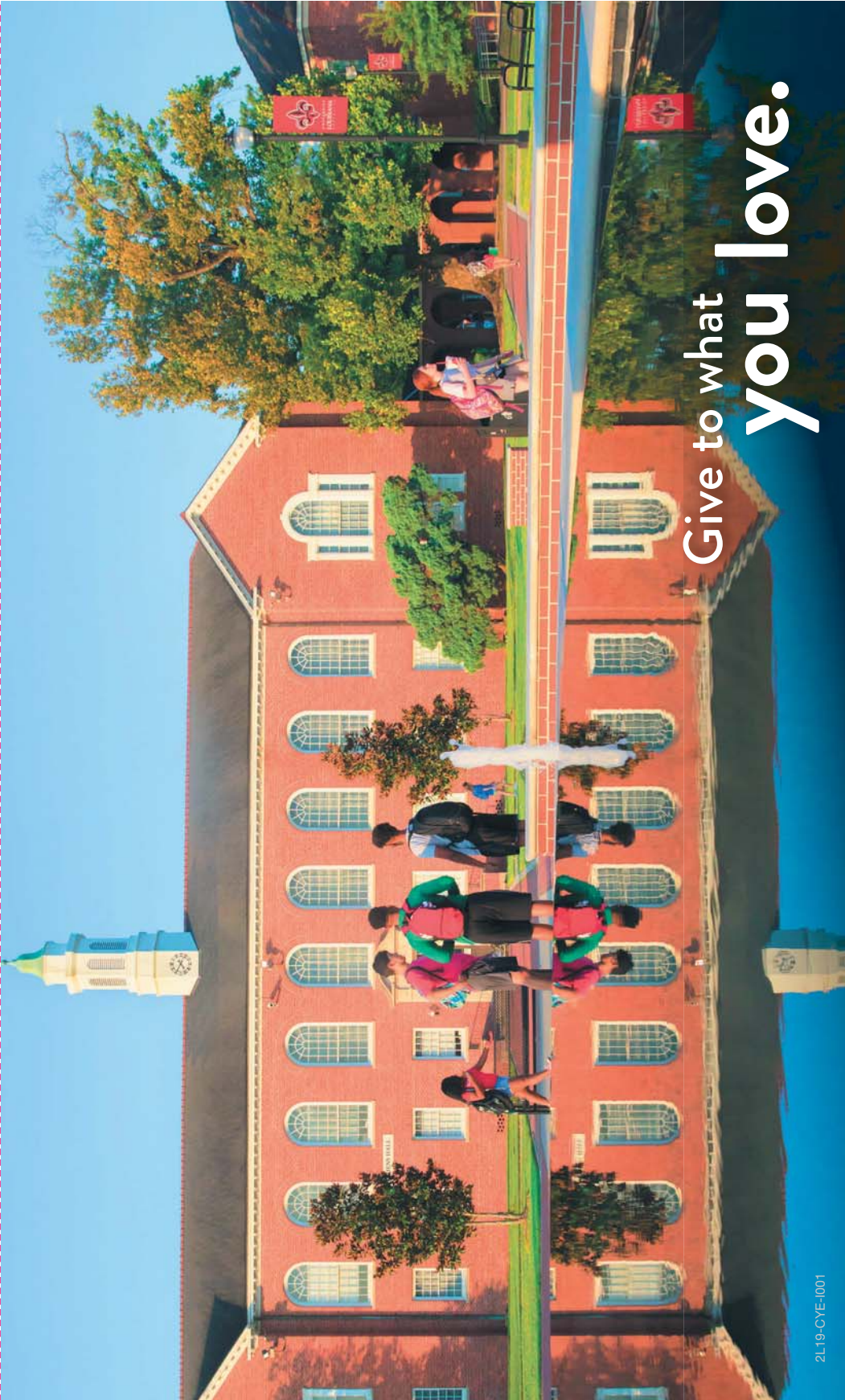
Address _____

City _____ State _____ ZIP _____

PLACE
STAMP
HERE

**UNIVERSITY OF LOUISIANA AT LAFAYETTE
FOUNDATION
705 E. SAINT MARY BLVD.
PO BOX 44290
LAFAYETTE LA 70504-0001**





Give to what
you love.

2L19-CYE-001



Foundation

705 E Saint Mary Blvd.
PO Box 44290
Lafayette, LA 70504-0001



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64108

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XXXXAddressXXXXXXXXXX
XXXXAddressXXXXXXXXXX
XXXXAddressXXXXXXXXXX
XXXXCityStateZIPXXXXXXXXX

XXXXXXBarcodeXXXXXXXXX

Hello, **XXSalutationXX!**

Cypress Lake. The Walk of Honor. The Quad. The places you love – and memories you made at the University of Louisiana at Lafayette – are as deeply rooted as the century oaks. Many alumni share the same passion for the things you loved here, and they gave back to the University so you could enjoy them too. **That's why we ask you to join them in supporting UL Lafayette.**

However, sometimes we hear alumni say they're worried a gift won't make a difference or they can't afford to give back. Sound familiar? These common misconceptions aren't the only ones we hear ...

WHAT WE HEAR: “State funding covers almost everything.”

THE TRUTH: Even though UL Lafayette grows every year, support from state and federal funding has decreased. Alumni donors bridge the gap so we continue to thrive.

WHAT WE HEAR: “I can't give enough to make an impact.”

THE TRUTH: Every gift matters, even \$5 or \$10. Your gifts add up with other gifts to create a powerful demonstration of support. Big things are possible when more than 100,000 alumni work together.

WHAT WE HEAR: “I'm not sure if my gift will support what matters.”

THE TRUTH: The University Annual Fund supports UL Lafayette's greatest needs. Gifts impact students, campus sustainability initiatives and career readiness programs. This year, we're striving to raise \$120,000 for the University Annual Fund, and your gift can help us meet this goal.

WHAT WE HEAR: “My student loans make it impossible to give back.”

THE TRUTH: We understand that student loans can present an immense obstacle. If you don't feel comfortable making a gift yet, we get it! There are lots of ways to get involved and even give your time.

WHAT WE HEAR: “I don't think I'll benefit from my gift.”

THE TRUTH: When you give, you strengthen the value of every degree earned here, whether it reads SLI, USL or UL Lafayette. Interested in other options? Make a gift to the Alumni Loyalty Fund to support alumni engagement and professional networking activities.

As we celebrate 120 years of steady growth,

we look to alumni like you to help ensure a successful future. You are vital to our mission. Any gift you give to the University Annual Fund or Alumni Loyalty Fund helps the University continue to thrive. The **December 31** year-end deadline is around the corner, so join your fellow alumni in making a gift online today:

ullafayettegives.org/2018/yearend



YES! I believe in UL Lafayette students and support the University.



Please accept my gift of: \$ _____

Please direct my gift to:

University Annual Fund

Alumni Loyalty Fund

Other: _____

My current preferred email address:

XXXXXNameXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXAddressXXXXXXX
XXCityStateZIPXXXX

[Donor ID#] [Appeal Code] [Royall Copy Code] [Segment ID]

Enclosed is my check payable to the **UL Lafayette Foundation.**

I am giving with a debit or credit card.

Please charge my:

Visa

MasterCard

Discover

American Express



Name on Card

Card Number

Exp. Date

Signature

Security Code

My gift will include a matching gift from:

Company Name: _____

I would like information about including the University in my will or estate plans.

From

Address

City

State

ZIP

PLACE
STAMP
HERE

UNIVERSITY OF LOUISIANA AT LAFAYETTE FOUNDATION
705 E. SAINT MARY BLVD.
PO BOX 44290
LAFAYETTE LA 70504-0001





Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: Don't miss out

Preheader: We want you to stay connected.



TEST-Meredith,

It's a great time to stay connected to the University of Louisiana at Lafayette. We're on the rise, we're growing in enrollment and reputation, and we're celebrating 120 years of Ragin' Cajun spirit.

We don't want you to miss any of the exciting things happening as we celebrate this 120-year milestone, so we've made it easy to [stay in touch](#). Simply make sure we have your preferred contact info.

[Update Your Info](#)

There is always something happening at UL Lafayette.

From Homecoming to crawfish boils to alumni activities around the world, there are plenty of ways to [stay engaged with UL Lafayette](#). We'll make sure you hear all about the great ways to keep in touch and support your alma mater.

Thank you!

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_SMR-NG_E01_SME01_A_NG
Email Category: C01
Subject Line: Don't miss out
Preheader: We want you to stay connected.
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall Opt-Out (1000)	Lafayette_OptOut > Email Link	OPTOUT
Button link (1001)		
stay in touch (1002)		
stay engaged with UL Lafayette (1003)		

Sender alias: <contact@ullafayettegives.org> University of Louisiana at Lafayette

Subject: It just got easier to keep in touch

Preheader: A quick way to stay connected to your UL Lafayette family



TEST-Meredith,

You know better than anyone: At the University of Louisiana at Lafayette, **we're family.**

Our alumni family grows with every commencement, and with 120 years in the books, we have a big family to keep up with — and imagine how long the Walk of Honor will be after the next 120 years.

Luckily, we've got you covered.

Stay in Touch

When you stay connected to UL Lafayette, you unlock a powerful network.

Every graduate is automatically a member of the Alumni Association, whether your degree reads SLI, USL or UL Lafayette. By staying connected, you're [giving yourself access to all of the perks](#) that are included.

We also want you to hear about the many ways you can support UL Lafayette and its students as we celebrate 120 years. So stay tuned!

Thank you, TEST-Meredith.

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504

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----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_SMR-NG_E02_SME02_A_NG
Email Category: C02
Subject Line: It just got easier to keep in touch
Preheader: A quick way to stay connected to your UL Lafayette family
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall Opt-Out (1000)	Lafayette_OptOut > Email Link	OPTOUT
Button link (1001)	http://www.example.com	
giving yourself access to all of the perks (1002)	https://alumni.louisiana.edu/membership	

Lafayette_FY19_SMR-NG_E03_SME03_A_NG

Sender alias: <contact@ullafayettegives.org> Jennifer C. LeMeunier '92, UL Lafayette

Subject: Three reasons

Preheader: Plus, staying connected is easier than ever!

TEST-Meredith,

Have you heard the news? We're celebrating the University of Louisiana at Lafayette's 120th birthday this year, and I want to make sure you're staying up to date with all the things happening at your home away from home.

Make sure we're [using your preferred email address](#) so you can:

- Stay connected to your fellow Ragin' Cajuns alumni.
- Learn how UL Lafayette is leading the way in innovative research and staying committed to student success.
- Share what you love about our University with today's students.

Staying connected is easier than ever. [Visit UL Lafayette's website today](#) to learn more. Thank you!

Jennifer C. LeMeunier '92
Executive Director of Alumni Affairs

University of Louisiana at Lafayette Foundation | PO Box 44290 | Lafayette, LA 70504
[Unsubscribe](#)

----- Tester information begins here -----

[View this email in your browser.](#)

Journey: 1037-EmailRouting
Email Component: Lafayette_FY19_SMR-NG_E03_SME03_A_NG
Email Category: C03
Subject Line: Three reasons
Preheader: Plus, staying connected is easier than ever!
User ID: 4822910
Username: TDoB303

Probe name	Destination	Category
List Unsubscribe (9)		
Royall_OptOut (1000)	Lafayette_OptOut > Email Link	OPTOUT
using your preferred email address (1001)		
Visit UL Lafayette's website today (1002)		



**Please enter your personal ID to
continue:**

Personal ID

CONTINUE

TEST-Mike, are you missing out on ...



Connecting with today's students
(and future alumni)?



Catching up with your UL
Lafayette network?



Opportunities to support things
that make a global impact?

Stay connected!

It's as easy as making sure we have
your current email address.

Update or confirm your email address:

SUBMIT

TEST-Mike, are you missing out on ...



Connecting with today's students
(and future alumni)?



Catching up with your UL
Lafayette network?



Opportunities to support things
that make a global impact?

**We're so glad
you're part of the
UL Lafayette
family!**

Need to update any other information?
[Head over to our full contact update page](#)
to make any additional changes.

Be sure to connect with us on social
media.

