

Dear Jane,

**Thursday, March 28 is Giving Day KSC 2024.** It's our opportunity to make a powerful statement about what we value most about Keene State College. Giving Day KSC harnesses the generosity of our community to raise much-needed funds for the college over 24 hours.



And there's a bonus: *you decide where to direct your gift.* Was Keene State where you made strong memories through club involvement, or where you developed as a student leader? This is your day to get specific about what parts of KSC are most compelling to you.

For the strongest possible kick-off to Giving Day KSC, we need donors whose early gifts will create strong momentum for March 28. As an alum, **you are a valued member of the Keene State community and I hope you'll make an early gift today!**



We've seen it many times during previous years: when leaders stand up, their peers follow. This is the magic of Giving Day KSC. It's as if our shared connection to Keene State College and to each other becomes visible for 24 hours as we all work toward a shared goal.

Athletics and scholarships are among the most popular Giving Day KSC categories, but what's really important is your participation. Every donor who makes a gift influences those who donate later. And your gift can be in honor of a Keene State faculty or staff member or a classmate (we will let them know), or just because you value KSC.

*(over, please)*

*This year, we have a very special match if we reach 1,000 donors on Giving Day KSC. With last year's total of 840 donors, this goal is well within reach! Stay tuned to KSC social media and email for more details.*



**Be a catalyst for Giving Day  
KSC when you make a gift today!**

All gifts are counted toward our Giving Day total.

We can't wait to see what we can collectively achieve for the Keene State community later this month!

With appreciation and best wishes,

*Erin Zoellick*

Erin Zoellick '13

First Vice President of the Alumni Board of Directors