



January 30, 2017

Dear Colleagues:

On behalf of the entire Senior Leadership team, it is my pleasure to write to you with gratitude for the work you have done through our latest Vision 2020 efforts. Your leadership, time, and intentional approach to the We Believe project resulted in critical insights for Belmont's fundraising staff. You have provided clarity and direction that will result in more effective communication and engagement efforts.

Senior Leadership has approved the following recommendations:

- We will strengthen internal communications regarding the We Believe campaign using more meaningful language such as "giving" in place of "philanthropy."
- We will create and utilize more visually appealing and educational pieces, such as infographics, to tell the story of how private funds impact the campus community.
- We will proactively seek opportunities to make personal presentations and engage in conversations with faculty and staff across campus. This past summer's "Development 101" series presented by the Office of Development will serve as a model for these efforts.

In addition to implementing the above recommendations, I am excited to share a new matching funds program exclusively for faculty and staff. This new initiative is a result of our conversations during your presentation. Throughout the We Believe Campaign, faculty and staff donations will be matched dollar for dollar by the University. This initiative provides an opportunity for faculty and staff to make a significant impact on the lives of our students. By harnessing the power of giving together and working as teams, we will grow the resources our students need to discover their God-given abilities and grow as productive members of our community.

The Office of Development will develop a rollout strategy that includes parameters and guidelines for the initiative. For example, gifts of \$20 or more that are directed to one of our campaign priorities of endowed scholarships, faculty support or missions support will be match-eligible.

I truly enjoyed working with you all throughout this process, and I look forward to continued collaboration in the years to come.

All the best,

A handwritten signature in blue ink, appearing to read "Perry Moulds". The signature is stylized and fluid.

Perry Moulds