

## Sample Impact Letter

May 12, 2014

Mr. and Mrs. John Smith  
123 Main Street  
Boston, MA 02120

Dear Mr. and Mrs. Smith,

It is a pleasure to thank you for choosing to support Northeastern University through a planned gift. Your foresight and generosity will have a tremendous impact on the lives of future students, and I would like to tell you a little bit about a current student who is benefiting from a gift by donors like you.

Through their estate, John and Beryl Bunker established a scholarship to benefit full-time undergraduate students at Northeastern. The Bunkers had strong ties to the university, having earned a combined total of three degrees here, and they believed strongly in the importance of higher education.

John died in 2006, and Beryl passed away in 2010. Their legacy at Northeastern, however, endures. The John W. and Beryl H. Bunker Scholarship Fund was recently awarded to a young woman from Cape Cod. An honors student who is majoring in psychology, she excels in her studies while also finding time for numerous extracurricular activities. She also embraces Northeastern's entrepreneurial spirit through her work as a freelance photographer. Thanks to the Bunkers' generosity, this young woman has been able to immerse herself fully in Northeastern's experiential learning environment and is empowered to take advantage of the university's distinctive academic programs.

The Bunkers' decision to create a scholarship through their estate was a testament to their belief in the value of a Northeastern education. Similarly, your decision to support Northeastern through a planned gift speaks volumes about your commitment to Northeastern and its future. I would like to thank you, on behalf of all who will be empowered by your gift, for your generosity.

With best regards,

Charlotte A. Troyanowski  
Director of Donor Relations