

September 28, 2009

Dear WTAMU Supporter –

West Texas A&M University is celebrating its centennial and preparing for its “second century” of providing superior education to the citizens of the Panhandle and State. One aspect of getting ready for the challenges of the second century is a comprehensive fundraising campaign to help WT enhance its programs and facilities in preparation for increased enrollment. The first phase of the campaign is a research project to quantify levels of support and areas of interest.

You have been included in a list of alumni and supporters who will have the opportunity to participate in a confidential survey with the principals of Gardner & Associates, a professional fundraising consultant group.

I would personally appreciate it if you would take a few minutes to review the enclosed materials and then complete the survey. Your responses will help WT define the details of our campaign. Gardner & Associates has provided two convenient options for your input:

- 1) Complete the enclosed paper survey and return it in the postage paid envelope addressed to Gardner & Associates; or
- 2) Complete the survey online at www.whygardner.com by clicking on the *always* WT centennial logo.

I have worked with Paul Gardner and Walt Eilers of Gardner & Associates for the past few months and find that they are an excellent resource for WT. The findings of this study will help the University to design a highly effective campaign based on alumni and friend preferences. Thank you for your participation.

Wishing you the best –



J. Patrick O'Brien
President/CEO

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