

[Date]

[Contact Name],[Position]
[Company]
[Address]
[City, State Zipcode]

Dear [Contact]:

When I was asked to Chair the BCC Foundation's Community and Corporate Campaign, I quickly accepted. I said yes because over the past several years, as I served as a campaign volunteer and on the board of directors, I have been impressed to learn how much of an impact BCC has on our region. In fact, BCC plays a crucial role in our region as:

- **An educator of our future and current workforce.** Do you know how many of your employees received their degree or job specific-training at BCC?
- **A key player in community development work.** In addition to its wide variety of entrepreneurial courses, BCC collaborates with our corporate sector to determine the skills and training that will be needed in the years ahead to recruit and retain new industry for our region.
- **One of our area's largest employers** with more than 600 full and part-time faculty and staff – the economic impact of BCC is over \$60 million annually!

By providing a wide variety of interactive on-line courses, rich evening and weekend offerings, and satellite classes in neighboring communities, BCC keeps higher education accessible to everyone in our community. However, while BCC has adapted to this new era of technologically-rich learning, public support has not kept pace with the increasing costs of education. **Now more than 85% of BCC students need financial assistance to attend BCC.**

That's why your company's support of the BCC Foundation is critical. Through the years thousands of BCC's students have made it to graduation because of scholarship support they received from BCC Foundation. Yet corporate support does more than just provide scholarship dollars. It allows faculty to develop their skills, subsidizes educational enhancements, and ensures that BCC will remain the outstanding community asset our business community depends on.

I encourage [Company] to consider renewing your support by making a gift of _____ to this year's campaign. A return envelope is enclosed for your convenience. The entire Campaign Committee and the BCC students and faculty thank you in advance for your consideration.

Sincerely,

Maureen Wilson, President
Pyramid Brokerage Company
2007-2008 Corporate and Community Campaign Chair